

# How to Write a Story-Based Email Campaign (and Content) that Sells

## ? Why:

- Deeper connections
- Your ideal client can relate to you
- Stories sell
- Stories entertain
- Stories inspire
- Stories are in our DNA 😊

## 🔍 Where:

- Email campaigns such as welcome campaigns, promotions, and even abandon cart or re-engagement campaigns
- Your website
- Social Media
- Video
- Sales pages

## 🔨 How:

Let's start with a 5 email campaign to promote booking a call.

Choose the basis for 3 stories or one story that can be broken into 3 parts.

### Flow:

Emails 1-3 tell a story and mention your offer lightly.

Emails 3-5 are direct CTA's to your offer.

**Key element:** You must be able to clearly make the point of telling the story and bridge this to your offer.

### Examples:

1. **Story 1:** I tell a story about my disabled son. I spent much of his childhood trying to help him fit in more and be like everyone else. I didn't want him to stand out. In business, we're told we must stand out and be different. Point: What if we connect more by showing how much alike we are? What if it's not always about being different but the thread that ties us together?

2. **Story 2:** They told my mother not to get her hopes up and not to buy any baby clothes. They didn't expect me to make it. This story is about being born at 6 months gestation. And how difficult that was for my mother. The point I share is about coming into this world with many disadvantages. That success is built on skills and isn't only for those who have some special advantage over the rest of us. I am largely self-taught, so if I can do it, so can you.

## **Structure of the email:**

1. Straight into the story (The event, the pit, the struggle, the point, the victory/lesson)
2. Cliffhanger or emotional cliffhanger or point cliffhanger
3. Break away - explain the point of this (an objection or a cta)
4. Back to the story
5. Light CTA
6. Subject: Very compelling, piques curiosity, can't NOT open
7. PS - hint at the next story or segment, compelling (make sure this mirrors the subject line of the next email)

## **Need help coming up with stories:**

- Make a list of things you've done in your life
- Childhood memories
- Embarrassing moments
- Moments that made you cry

## **5 writing prompts:**

**1. An Unexpected Turn:** Describe a moment in your life where everything seemed to be going one way and then unexpectedly turned in a different direction. This could be a job offer, a sudden move, a surprise encounter, or even a shocking revelation. How did this event change your life? How do you feel about it in hindsight?

**2. Bonds of Friendship:** Write about the most meaningful friendship you've had in your life so far. How did you meet? What moments of laughter, tears, and shared dreams do you remember most? How has this friendship shaped who you are today?

**3. The Challenge:** Recount a time when you faced a significant challenge or adversity. It could be a personal or professional struggle, an obstacle you had to overcome, or a fear you had to face. What did you learn from this experience? How did it change your perspective on life?

**4. The Epiphany:** Share a story about a moment of profound realization or self-discovery. When was the moment you truly understood something critical about yourself, others, or the world around you? What triggered this epiphany, and how has it influenced your actions and decisions since then?

**5. The Passion:** Write about a hobby, activity, or interest that you're passionate about. When and how did you discover this passion? How has it enriched your life? Share a story of an event or accomplishment related to this passion that you are particularly proud of.

 **Tips:**

Keep a spreadsheet with ideas. Anytime you have a memory or think of something, even if you don't know how you'll connect it, add it to the sheet. Make the same thing for objections, pain points/struggles, and desired outcomes/goals. Anytime you hear someone talk about these, note it in the spreadsheet.

**Reverse engineer:** If you have a launch for a product that helps people find their purpose, brainstorm a list of times in your life when you felt the most lost, bored, frustrated, or dissatisfied.

Connect these to the outcome your product provides.

*“People don't want more content; they want solutions.”*

Use a story to address objections, pain points, and desired outcomes.