



## Example 2: Full Marketing Story Converted to Email

Section	Notes
<p>Subject Line: From Empty Seats to Sold-Out Workshops: The Power of Story-Selling</p> <p>Alternate Subject Line: From Near Bankruptcy to Best \$YEAR\$ Ever...</p> <p>Preview Text: Discover inside how one coach leveraged Virtual Events...</p> <p>Alternate Subject Line: Surviving the Unthinkable: How I Overcame \$500K in Lost Business with a Virtual Revolution</p> <p>Preview Text: Discover how I did it inside...</p> <p>Alternate Subject Line: From Crisis to Triumph: How We Turned \$500K in Lost Business into Virtual Success</p> <p>Preview Text: Discover how I did it inside...</p>	<p>Be sure to create a curiosity-based subject line. This will support potential readers in opening the email.</p> <p>Notice both subject lines have a story arc: From &gt; To</p> <p>This is the shortest form of the story structure.</p>
<p>Dear [Name],</p> <p>Do you ever feel like your marketing efforts are falling flat? Do you struggle to connect with your audience on a deeper level?</p> <p>I know the feeling.</p>	<p>In the opening, you want to create a segue to your story.</p> <p>Notice the empathy conveyed as well as the indirect message: "I see you. I understand. I've been there. I know this terrain so I have the ability to lead you through it." All of that is conveyed in this opening triplet of lines.</p>

Several years ago, I was promoted to head up both education and marketing for a small non-profit. It was a huge opportunity, but as I sat at my desk, reviewing the upcoming events that would need to be promoted, the weight of the challenges ahead of me felt suffocating.

One of the biggest challenges I faced was declining registrations for the non-profit's workshop over the past five years. Despite its quality, the workshop had less and less sales and revenue.

As the new head of marketing, I knew that something had to change. Failure was not an option.

So, I pitched my boss on an entirely new way to sell the workshop. It was a huge risk. I had never written a full campaign, and she had never given full permission for a marketing head to run a entire campaign independently.

But despite her discomfort, my boss agreed. I knew that I had to pour everything I had into this campaign to prove myself.

I divided the potential customers into four different categories of current problems and shared my personal story for each. As I wrote those emails, I felt like I was putting my heart and soul out there for

Here's the full story. If the story is engaging and compelling, you can have a long email.

You could also shorten the same story for a shorter email.

everyone to see.

I shared the story of my own challenge in a relationship, the story of how I was stuck in a dead-end job, and the story of others who had found their purpose through attending the workshop. I felt vulnerable, but I knew that this was the only way to connect with potential customers on a deep emotional level.

As the campaign rolled out, I held my breath, waiting for the results to come in. It was a make or break moment for me.

When the first round of the campaign ended, and I saw the increased sales numbers, I felt a wave of relief wash over me.

But it wasn't until the second round of the campaign that I was truly blown away.

We had sold out.

All those long hours and sleepless nights had paid off. I had discovered the power of what I like to call "Story-selling," and I knew that this was only the beginning.



<p>Your stories have the power to make a difference in the lives of others. It might feel scary to put it out there, but it will pay off in dividends—for your audience, for you, and for your business.</p> <p>That's why we're so excited to invite you to our upcoming training, <i>Stories that Sell</i>. Join us to learn how to craft your own compelling stories that connect with your audience on a deep emotional level, increase sales and revenue, and make a lasting impact.</p> <p>Don't miss out on this opportunity to take your marketing to the next level.</p> <p>Click here to register now: [link]</p>	<p>Here's the transition (bridge) to the Call to Action.</p> <p>Note that the CTA is clear and includes the promise.</p>
<p>Best regards,</p> <p>Licia</p>	<p>Sign off.</p>
<p>P.S. If you want to get out of the marketing doldrums, discover a different approach to promotion and sales called <i>Story-selling</i>. Join us to learn how to craft your own compelling stories that connect with your audience on a deep emotional level, increase sales and revenue, and make a lasting impact.</p>	<p>A lot of people don't bother reading the entire email, so I often add a quick summary in the P.S. that includes a second promise and call to action.</p> <p>*Note: If this were a free training, I'd link straight to a registration page. If this were a paid training (and depending upon the price of tuition), I'd link to a sales</p>



Click here to register now: [link\*]

page that provides more details to support the purchase.

Lastly, you could also use the same story, shared in sections with each ending in a cliffhanger or teaser, as part of a multiple-part email sequence. For example “Parts 1 & 2” or a 3-part email sequence or a 4-part email sequence.