

Self-Help STORY | SHORT STORIES THAT SELL

Transform Your Storytelling to Story-Selling

PAPER RAVEN BOOKS

Self-Help

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SELF-HELP STORY

A compelling, emotionally-rich, character-driven story that stealthily embeds lessons within the protagonist's journey, simulating and motivating the reader's own journey of transformation.

Self-Help STORY

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THE POWER OF STORY



Attention Inspiration Transformation

3

THE POWER OF SHORT STORY

Not just for your book, it's the secret power for your business!





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WHAT WE'RE COVERING...

- The Power of Story-selling
- Exploring Inspiration and Conversion Stories
- Developing Story Components for Audience Neurochemistry
- The Self-Help Short Story Structure Revealed
- Putting the Puzzle Together: Mapping Story Components to the S-H Story Structure
- The Importance of First & Last Lines
- Using Story in the Four-Stage Customer Journey
- The Dynamic Duo for Story-selling
- Bonus Tips on Sharing a Great Story in Emails, Ads, Posts, & Live Selling Segments

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BUSINESS PITFALLS

- Disengaged & distracted participants
- Books not finished
- Emails not opened
- Sales pitches that don't get sales
- Social media posts that don't get clicks
- Employees or Bosses that don't buy in




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Customers are drawn to brands that have a compelling story to tell, that resonates with their values, needs, and aspirations.



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BUSINESS BENEFITS

- Offers emotional connection with customers
- Follows purchasing decisions
- Creates differentiation
- Builds trust and credibility
- Makes offers more relatable





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GUIDELINES


To ensure we all have the optimal experience...

- Please turn off or mute other devices to minimize distractions.
- Rename yourself (first & last) on your Zoom screen.
- Participate in all the activities to get the full benefit.
- If you're unable to participate in a specific breakout room activity, let us know by adding a "Z" to the front of your name.
- Turn on video and mute mic.
- Raise electronic hand to share.



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Inspiration stories are used to reinforce a teaching point, message, or moral.



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INSPIRATION STORY USES:

- Short-form nonfiction
- Short-form memoir
- Keynote addresses
- Presentations
- Trainings
- Etc.



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Conversion stories are used in marketing and sales.





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ACTIVITY A: BUSINESS USES 13

[Timing: 2-4-1]



- **2 min:** Say hello, share names and book projects. Determine team member who will scribe.
- **4 min:** Brainstorm together as many ways that effective self-help story could enhance business. Scribe writes down responses.
- **Last min:** Wrap up and thank each other.

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STORY COMPONENTS

COMPONENTS/QUESTIONS	EXAMPLE
Audience: <ul style="list-style-type: none"> • Who is your reader/listener? • What is a key pain point/problem that the story addresses? • What is the top goal for this audience as it relates to the problem? 	Marketing Story Audience: <ul style="list-style-type: none"> • Writers and authors • Pain Point: challenges with marketing materials and campaigns • Goal: Success in book sales and revenue

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STORY COMPONENTS



COMPONENTS/QUESTIONS	EXAMPLE
Audience: <ul style="list-style-type: none"> • Who is your reader/listener? • What is a key pain point/problem that the story addresses? • What is the top goal for this audience as it relates to the problem? 	Marketing Story Audience: <ul style="list-style-type: none"> • Writers and authors • Pain Point: challenges with marketing materials and campaigns • Goal: Success in book sales and revenue
Story Outcome Purpose: <ul style="list-style-type: none"> • What is the outcome/purpose of the story? • What do you want your listener/reader to experience? • What do you want your listener/reader to learn? 	Marketing Story Outcome Purpose: <ul style="list-style-type: none"> • Greater hope/inspiration re: marketing success • Experience the possibility that stories greatly enhance success in promotion and sales • Discover that story-selling is a highly effective approach to marketing & sales success




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STORY COMPONENTS



COMPONENTS/QUESTIONS	EXAMPLE
<p>Relevance:</p> <ul style="list-style-type: none"> (Cross-check) Does this story address something important to your readers/listeners? What is the takeaway for your audience? 	<p>Marketing Story Relevance:</p> <ul style="list-style-type: none"> Yes—Writers/authors know that marketing and sales are critical for their success Takeaway: Leverage your skill in story telling to create effective story-selling.

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STORY COMPONENTS



COMPONENTS/QUESTIONS	EXAMPLE
<p>Relevance:</p> <ul style="list-style-type: none"> (Cross-check) Does this story address something important to your readers/listeners? What is the takeaway for your audience? 	<p>Marketing Story Relevance:</p> <ul style="list-style-type: none"> Yes—Writers/authors know that marketing and sales are critical for their success Takeaway: Leverage your skill in story telling to create effective story-selling.
<p>Main Character:</p> <ul style="list-style-type: none"> Who is the protagonist of your story? How does the PRO relate to your audience? 	<p>Marketing Story Main Character:</p> <ul style="list-style-type: none"> Me (origin story) Content creator turned anxious marketer

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STORY COMPONENTS

COMPONENTS/QUESTIONS	EXAMPLE
<p>Conflict:</p> <ul style="list-style-type: none"> What tension and drama is in the story? (Cross-check) Are the problems included in the story ones that are common and/or relatable to the audience? 	<p>Marketing Story Conflict:</p> <ul style="list-style-type: none"> Marketing anxiety & overwhelm; Facing low sales; Risking/taking a chance Yes—some form of the above problems are common to most authors embarking on promoting and selling their books, products, and services

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STORY COMPONENTS

COMPONENTS/QUESTIONS	EXAMPLE
<p>Conflict:</p> <ul style="list-style-type: none"> What tension and drama is in the story? (Cross-check) Are the problems included in the story ones that are common and/or relatable to the audience? <p>Resolution:</p> <ul style="list-style-type: none"> How does the PRO successfully resolve the problem? What is the promise being indirectly made? (Cross-check) Does this story provide inspiration and motivation to your audience? 	<p>Marketing Story Conflict:</p> <ul style="list-style-type: none"> Marketing anxiety & overwhelm; Facing low sales; Risking/taking a chance Yes—these problems are common to most authors promoting/selling their books, products, and services <p>Marketing Story Resolution:</p> <ul style="list-style-type: none"> Used story to increase sales Promise: Story-selling is a powerful vehicle for enhancing mkt & sales Yes—provides solution to marketing/sales challenges. Inspires audience to learn more about story-selling

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ACTIVITY B: CLARIFY COMPONENTS 20

COMPONENTS/QUESTIONS	YOUR STORY
<p>Audience:</p> <ul style="list-style-type: none"> Who is your reader/listener? What is a key pain point/problem that the story addresses? What is the top goal for this audience as it relates to the problem? <p>Story Outcome/Purpose:</p> <ul style="list-style-type: none"> What is the outcome/purpose of the story? What do you want your listener/reader to experience? What do you want your listener/reader to learn? 	

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ACTIVITY B: CLARIFY COMPONENTS 21

COMPONENTS/QUESTIONS	YOUR STORY
<p>Relevance:</p> <ul style="list-style-type: none"> (Cross-check) Does this story address something important to your readers/listeners? What is the takeaway for your audience? <p>Main Character:</p> <ul style="list-style-type: none"> Who is the protagonist of your story? How does the PRO relate to your audience? 	

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ACTIVITY B: CLARIFY COMPONENTS 22

COMPONENTS/QUESTIONS	YOUR STORY
Conflict: <ul style="list-style-type: none"> What tension and drama is in the story? (Cross-check) Are the problems included in the story ones that are common and/or relatable to the audience? 	
Resolution: <ul style="list-style-type: none"> How does the PRO successfully resolve the problem? What is the promise being indirectly made? (Cross-check) Does this story provide inspiration and motivation to your audience? 	



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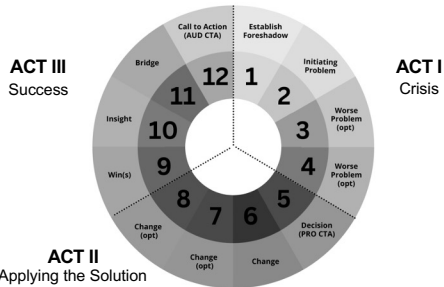
ACTIVITY B: COMPONENTS OVERVIEW

COMPONENTS/QUESTIONS
Audience: <ul style="list-style-type: none"> Who's your reader/listener? What's key pain point/problem in story? AUD top goal?
Story Outcome/Purpose: <ul style="list-style-type: none"> What's the story's outcome/purpose? What do you want your listener/reader to experience and learn?
Relevance: <ul style="list-style-type: none"> (Cross-check) Does story address what's important to AUD? What's the takeaway?
Main Character: <ul style="list-style-type: none"> Who is the protagonist? How does the PRO relate to your audience?
Conflict: <ul style="list-style-type: none"> What tension/drama is in the story? (Cross-check) Are problems common to AUD?
Resolution: <ul style="list-style-type: none"> How does the PRO successfully resolve the problem? What is indirect promise? (Cross-check) Does this story provide inspiration and motivation to your audience?



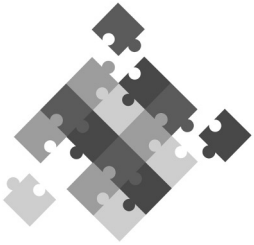
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S-H SHORT STORY STRUCTURE





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COMPONENTS >> STORY BEATS





Use components to piece together your 12-beat story.

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ACTIVITY C: MAPPING STORY BEATS 26



SH STORY BEATS	YOUR STORY
1: Establish Normal & Foreshadow Problems <ul style="list-style-type: none"> #9. Character: describe protagonist in a way that is relatable to the AUD #11. Conflict: foreshadow the upcoming problems the PRO will need to face 	
2: Initiating Problem <ul style="list-style-type: none"> #2. Audience: Key pain point #11. Conflict: Initial problem that mirrors the audience's key pain point 	
3-4: Problems Escalate <ul style="list-style-type: none"> #11. Conflict: Additional problems recommended 	

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ACTIVITY C: MAPPING STORY BEATS 27

SH STORY BEATS	YOUR STORY
5: Decision (Pro CTA) <ul style="list-style-type: none"> #9. Relevance: Foreshadow of takeaway/solution #14. Resolution: Indirect reference to the promise 	
6-8: Change(s) <ul style="list-style-type: none"> #13. Resolution: Steps/process in high-level that PRO takes to address problem (aka, your methodology) 	
9: Win(s) <ul style="list-style-type: none"> #14. Audience: PRO achieves top goal (achieves successful results) #14. Specific successful results (anecdotal and data-driven proof) #15. Resolution: Results and goal should be fulfillment of promise being indirectly made. 	

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ACTIVITY C: MAPPING STORY BEATS 28

SH STORY BEATS	YOUR STORY
10: Insight • #4. Story purpose: States learning or moral	
11: Bridge • #8. Relevance: Takeaway for audience (Why this is important to them)	
12: Call to Action (Audience CTA) • Mirrors the PRO Decision to be courageous and try something different • Provides a clear, direct next step for the audience	



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FIRST LINE (STEP 1)

“Several years ago, I was promoted to head up both education and marketing for a small non-profit, which 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.”



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LAST LINES: INSIGHT (STEP 10)

“I had discovered the power of what I like to call *Story-selling*, and I knew that this was only the beginning. Looking back on that experience, I realized that my personal story had the power to inspire and motivate others. And that’s what you will be exploring today.”



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LAST LINES: BRIDGE (STEP 11)

“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.”



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LAST LINES: AUDIENCE CTA (STEP 12)

“So that’s why we’re so excited that you’re here today and why we encourage you to give the next few hours your full attention. This approach can make a huge difference in your audience’s success and your own.”



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ACTIVITY D: FIRST LINE

[Timing: 5]

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- Write your first line (Step 1).
- Include a brief:
 - Description of your protagonist and their situation
 - Foreshadow of upcoming problems
- Remember: it can be a run-on sentence.



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CONVERSION

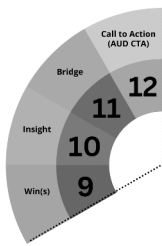
A sales conversion is a multi-stage process that includes the:

- **Awareness Stage:** Story can help create connection.
- **Interest Stage:** Story can help customers understand the benefits.
- **Decision Stage:** Story can help customers overcome objections and make a purchase decision.
- **Action Stage:** Story can support the customer experience and build customer loyalty.



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ACT III DIFFERENCES

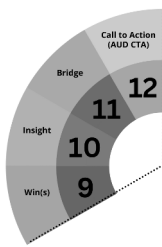


STEP 9 (Wins): Be very specific with your wins in conversion or selling stories, especially if the call to action is a "register" or "buy now" CTA.



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ACT III DIFFERENCES



STEP 10 (Insight): Include a BIG PROMISE, which is powerful and irresistible to your audience and that you can deliver on.



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ACT III DIFFERENCES

STEP 11 (Bridge): Clearly share that your audience has an opportunity to achieve success, like your protagonist did, by following your method. Additionally, address their objections (“even if...”). Lastly, if you need more proof to motivate a customer purchase, you can also include additional brief case studies, data, and/or testimonials of others’ wins in this step.

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ACT III DIFFERENCES

STEP 12 (AUD CTA): Your type of CTA will depend on what your conversion goal is for your story. Regardless, the AUD CTA should in some way mirror your protagonist’s CTA.

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