

COPYWRITING

ACADEMY

LESSON SUMMARY



Become a Storyteller—FAST

The number one thing a copywriter needs to do is become a storyteller. You can deliver a tremendous amount of value through story. Why are stories so important today more than ever? Because of the lack of trust the consumer has for corporations and the seller. The only way to counter this lack of trust is to build a relationship.

There is only one way to open people start talking, tell stories, make them laugh, and relate to them. Buying is an emotional process. When someone is deciding whether to buy something, there is a lot of internal struggle going on.

The storyteller will always beat the non-storyteller.

Five checklist points to storytelling:

1. **Details** ⌵ (7:21)

Details are necessary. But allow the audience to visualize it in their own way. In other words, don't create so much accurate detail that they enter your visualization or memory, rather than creating their own visualization. The detail needs to be just enough that the audience can place themselves in your shoes.

2. **Visualizing = Memorable** ⌵ (10:18)

When you create the vision and use detail, it becomes memorable. The more they can immerse themselves in the story, the more they will remember. The more they remember, the more they like and trust you. The more they like and trust you, the more they buy.

And they need to visualize it in first person. When they visualize the story, they become you. They are the person to whom the story is happening.

Nail that and who you are will change. You will become a more interesting person in any situation.

3. Emotional Rollercoaster ⏵ (11:20)

You don't know what good feels like if you have never experienced bad.

If you always keep the audience feeling good, you won't sell them. If you always keep them at a low, you won't sell them. Instead, you need to do the following:

- You walk them to the low so they feel the pain. You know how they are feeling, you know how hard it is.
- Then you walk them to the saving grace. Tell them what you can do for them.
- Then bring them back down. "But I don't know if you qualify."
- Then bring them back up, give them a way to qualify.

If you can run them through the various emotions, you will make them feel whole. Your copy can't be all happy or all sad.

4. Relatability ⏵ (15:52)

The story you tell has allow you to relate to the audience and vice versa. That's what build trust.

The story needs to be "normal" enough that anyone can relate to it. They need to know enough about the situation in the story, whether it is their experience or someone else's, to be able to relate to it.

Choose the ground that is relatable and stick to that.

5. Open Loops ⏵ (19:42)

In the story, there needs to be open loops—something that leaves the audience wanting what comes next. Open loops draw people into the story. They are questions you pose throughout the story that people want the answers to.

And these people trust that you will answer the questions at some point.

Open loops are a big part of copywriting. They will be in the story and throughout the rest of the copy. They are everywhere!

Master these checklist point to become a great storyteller.