

Course 15



Content Marketing Course

Knowledge is Power.

Stop Guessing. Start Knowing.

BizAdemy 

GoDaddy Pro PPlus Partner ★★★★★ Rating.

This course will cover:

How to Use Storytelling to Resonate with Buyers

- Why does your business need a story?
- How do you tell a story?
- What are the elements of successful storytelling?
- What are the three storytelling best practices?



**WHY DOES YOUR
BUSINESS NEED
A STORY?**

20 hours

The average amount an adult spends per week using digital media.



Your goal is to make a **human connection**.
It's about resonating with people, people that need your help or guidance.



Stories will help your prospects make sense of **decisions** they're about to make.

Whether it's deciding on a needed product or service, or making a purchase.



A story is **not** just your history.

A story is *why* you're doing what you're doing,
and telling it in a way that appeals to your audience.



Storytelling is about
standing out,
not blending in.





**WHAT DO YOU NEED
TO TELL A STORY?**

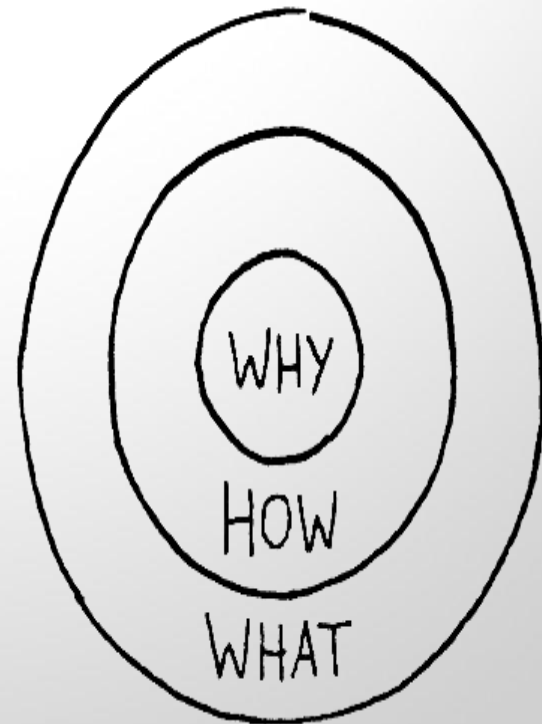


THE GOLDEN CIRCLE

Will help you keep audience and tone in mind and help nail your branding story.

THE GOLDEN CIRCLE

- WHY - Why are you doing what you're doing?
- HOW - How will this help your audience?
- WHAT - What are you offering?





When you talk about the why and how, **you're communicating with feelings** and dealing with human behavior.

And remember, storytelling is all about making that connection.



Storytelling can't happen without valuing and understanding **your audience.**


You should always be listening and responding to your audience's wants and needs.



**WHAT ARE THE
ELEMENTS OF
SUCCESSFUL
STORYTELLING?**

ESSENTIAL ELEMENTS OF STORYTELLING

- Characters
- Conflict
- Resolution



Once Upon a Time

The character is the **connection** between you, the storyteller, and your audience.



Start with your **buyer persona.**

This semi-fictional representation of your ideal buyer can help guide you in understanding the goals and challenges that your character will face.

STORYTELLING POINTS OF VIEW

- First-person
- Second-person
- Third-person

FIRST-PERSON POINT OF VIEW

- The character is yourself.
- It's more confessional.
- Builds authority.
- Use when there is a known person, an author, behind the content.

SECOND-PERSON POINT OF VIEW

- The character is your audience.
- When using “you” language, you need to really understand your buyer personas.
- Tell the story in a way that shows empathy.

THIRD-PERSON POINT OF VIEW

- “He said” and “she said” type of language.
- Case studies about your customers are good examples.
- Stories can be both fictional or nonfictional.



Most importantly,
when it comes to
point of view, decide
on one and
keep it consistent.

Consistency is key when it comes
to content and storytelling.

The conflict is the **lesson**
in how the character
transforms through
challenge.

Remember, when it comes to content marketing
and storytelling, the power is in what
you are teaching.



If your story **lacks conflict**, then you're not telling a story.

Instead, you're telling a pitch, tagline, unique selling point, or a plain statement.

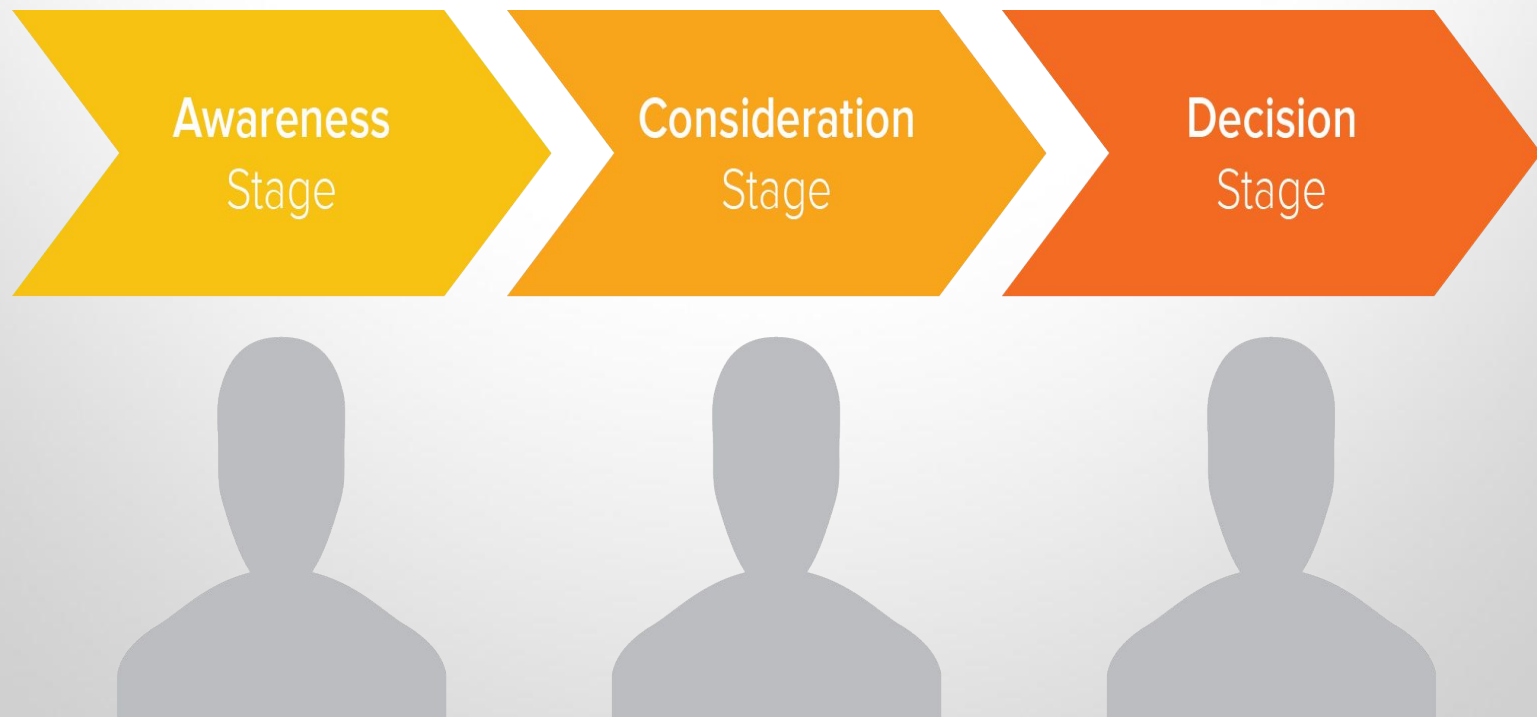


THE CONFLICT SHOULD FIT:

- Your prospect's problems.
- Your prospect's needs.
- Your prospect's buyer's journey stage.

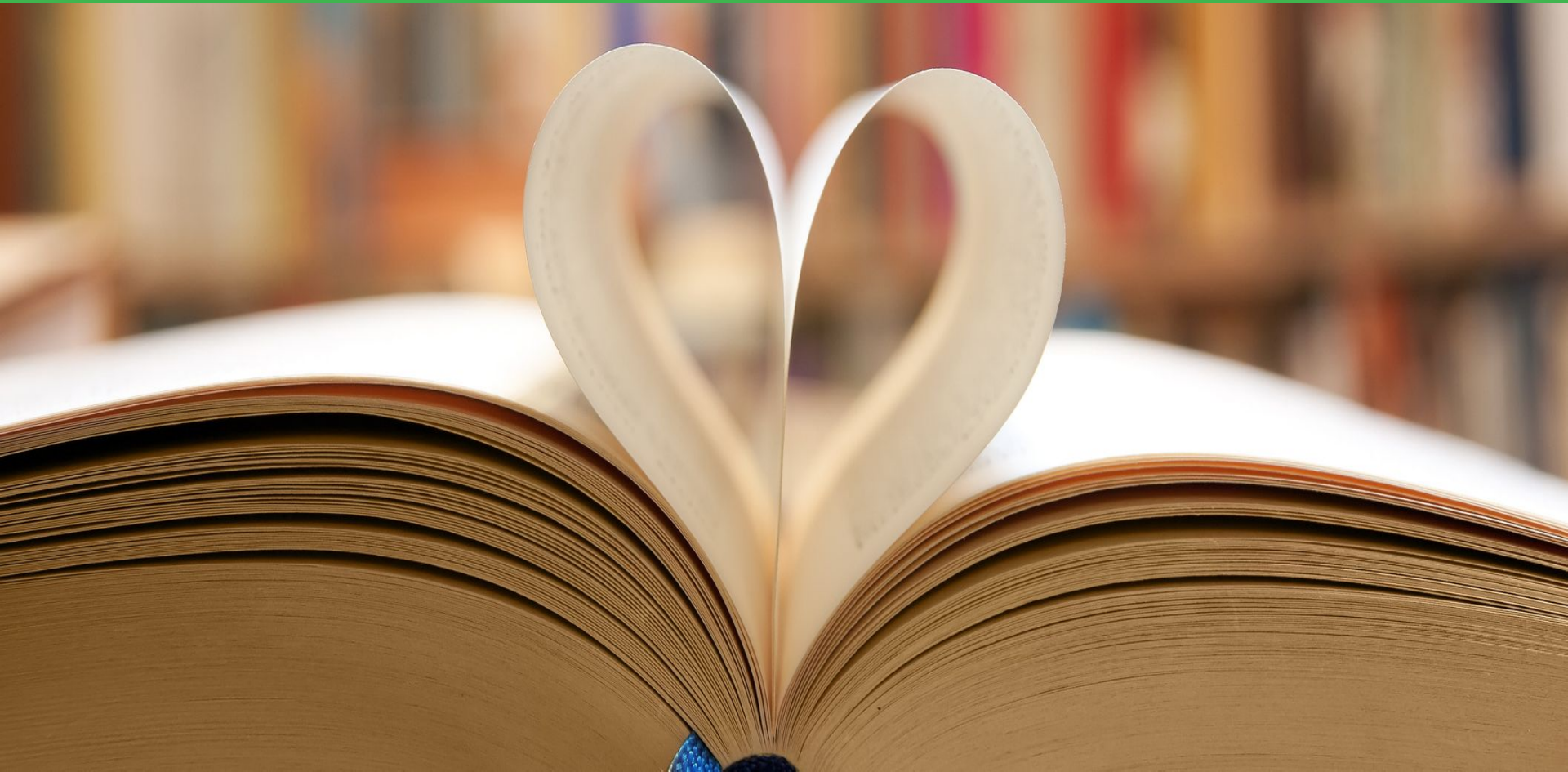
STORYTELLING + THE BUYER'S JOURNEY

Spend the time outlining the problems, solutions, and products or services for the different buyer's journey stages you'll have a better idea of the conflicts you can use in your content.



The resolution should wrap up the story, but should also clearly call your audience to **action.**

It fulfills the purpose behind the story.



TO RECAP: **ESSENTIAL ELEMENTS** OF STORYTELLING

- Characters
- Conflict
- Resolution



**WHAT ARE THE THREE
STORYTELLING BEST
PRACTICES?**

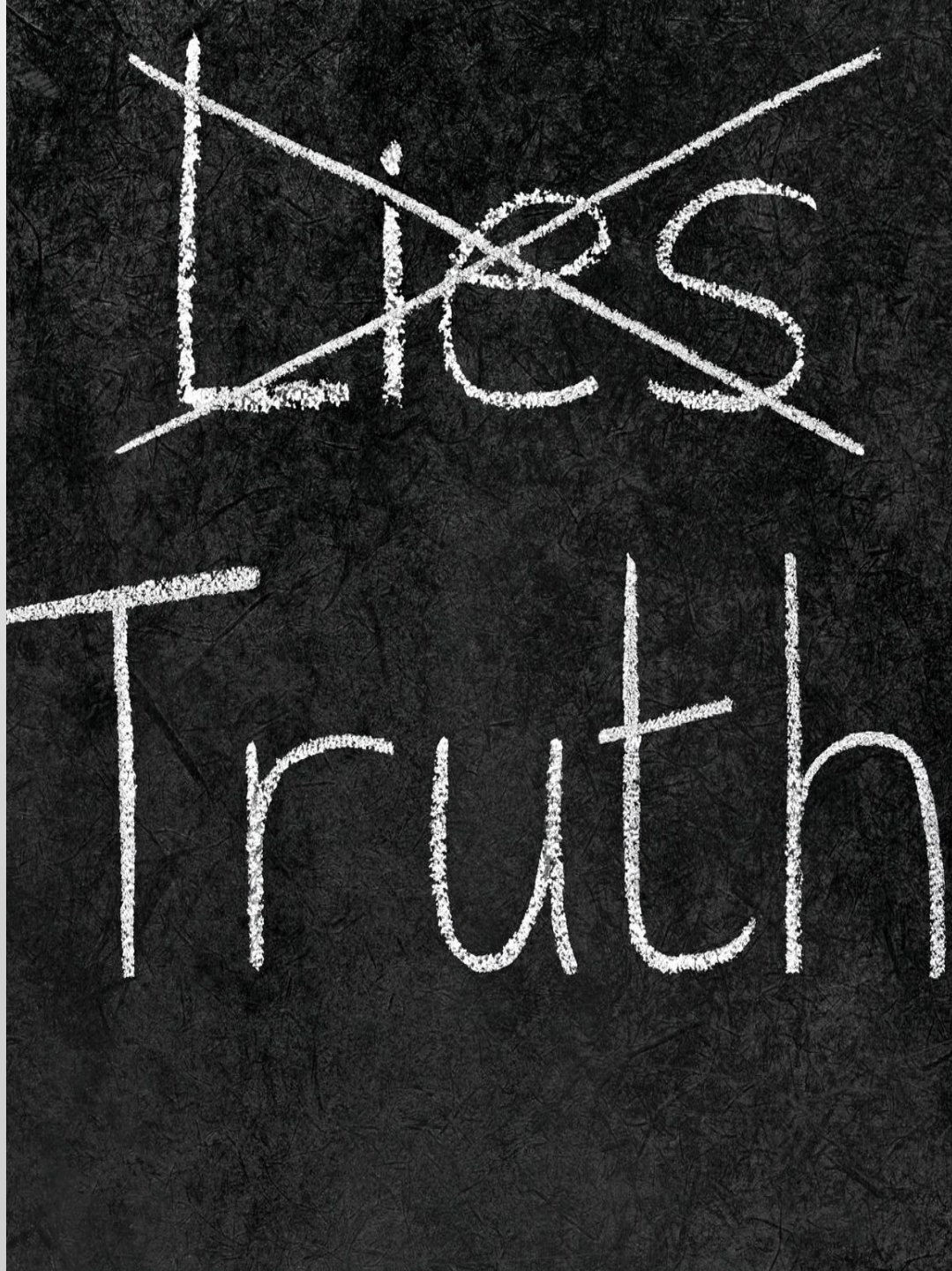
STORYTELLING BEST PRACTICES

- Use content to create emotional appeal.
- Be consistent and authentic.
- Keep the story clear and concise.



Your story needs **emotional resonance.**

Emotion is what will give your story power.



Tell the
truth, but
make it
fascinating.

- David Ogilvy

Everyone can benefit
from **cutting down**
a lengthy story down
to the most
important parts.





Course 15
Completed.
Now take the
next course.

Getting Started Courses

1. Why You Need to Update Your Online Marketing Strategies
2. What is Modern Online Marketing and How it Works
3. How to Create a Marketing Positioning Statement
4. How to Create Marketing Buying Personas
5. How to Perform a Content Audit by Buying Stage
6. How To Research and Find the Right Keywords

Website Courses

7. How to Improve and Update your Current Website
8. How to Search Engine Optimize (SEO) your Web Pages Using Keywords
9. How to Deliver a Successful Website User Experience
10. How to Use A Call-to-Action, Landing Pages and Forms

Content Marketing Courses

11. What Is and How to Use Content Marketing
12. How to Repurpose and Produce Marketing Content
13. How to Generate Content Marketing Ideas
14. How to Engage Buyers with Effective Writing Techniques
15. How to Use Storytelling to Resonate with Buyers
16. How to Measure and Analyze your Content Marketing

Content Promotion Courses

17. How to Effectively Promote Your Content Marketing
18. How to Create and Use a Blog to Drive Website Traffic
19. How to Use Social Media to Drive Website Traffic

Email Marketing Courses

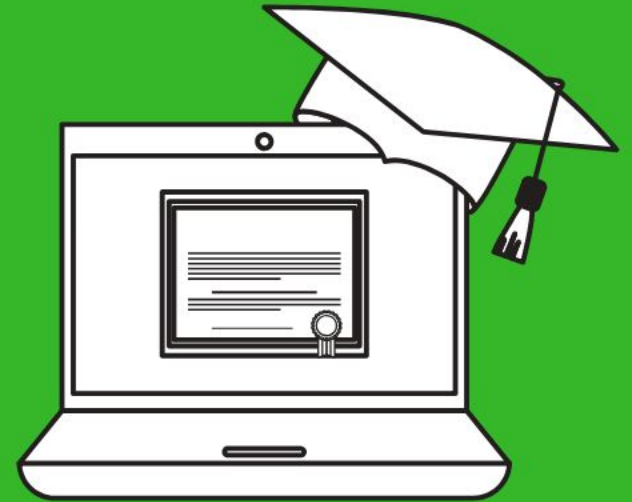
20. What is and How to Use Email Marketing Strategies
21. How to Use Email to Nurture and Grow Your Customers
22. How to Create the Right Lists for Email Marketing
23. How to Design Email Templates that Capture Interest
24. How to Create High Performing Emails that Convert Buyers
25. How to Optimize, Measure, and Track Email Marketing Success

Get Going Courses

26. How to Start Implementing Modern Marketing Strategies
27. How to Set Marketing Metrics and Milestones
28. How to Use a CRM for Modern Marketing
29. What Software Tools are Needed for Modern Marketing

The End.

**If you liked it, please
share it.**



- GoDaddy Pro PLus Partner ★★★★★ rating.

THANK YOU.