

# **“Seven Story Secrets That Skyrocket Sales...”**

By Vin Montello

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## ***Who is this report for?***

While this report is great for marketers looking for yet another bag of tricks to pull from in their own campaigns... I'm releasing this mostly for other copywriters. My aim is to up their game which in turn will up my game.

I'm revealing my secrets in hopes that they're used... tweaked... even built upon. Others in my business... close personal friends freaked out when I told them I was revealing this stuff. They thought I was nuts to give away the “keys to the farm.”

Aaah... but that's the best part. Even if you become a master marketing storyteller, it doesn't change my business one bit. You will never be able to replace me.

Unlike standard “Benefits and Bullets” copywriting, there is nothing cookie cutter about story copy. I can't be cloned because this truly is the melding of creativity and science. Sure, the science part could be templated... but the creativity part cannot.

## **There will always be room for more.**

Besides... I said these are “7 Storytelling Secrets” but I never said they are the only 7. I still hold a few secrets close to the chest. Can you blame me?

But these 7 are a great start anyway.

### ***How did this all begin?***

Well... 2006 started for me like it did for most copywriters. I was making low 4 figures for sales letters that were converting well... but nothing extraordinary.

That's when I realized I wasn't fully utilizing my background. I wasn't taking full advantage of my 19 years experience writing television.

During my nearly 2 decades in TV I became a master storyteller... sending audiences on emotional roller coaster rides with my words. I knew I needed to find a way to marry the rhapsody of Hollywood-style storytelling and the science of marketing persuasion.

### ***Once I cracked that code, everything changed...***

My clients began seeing double digit conversions. In some cases converting 32%... 53%... 63%. One optin page converting cold at 91%. I quickly became known as "The Storyteller Seller."

And while my clients began getting rich, my rates shot skyward. I went from average to upper 2% of copywriters in what seemed like a blink of an eye.

Most of that early success came from 7 different story tactics I perfected in dozens of sales letters that made untold millions of dollars.

I'll introduce you to the 7 in a moment. But first let me say this...

***In life there is no better way to get... and keep someone's attention than by telling stories.***

In the early days of radio, it was drama, not music that carried the medium.

And today, it doesn't matter what the arena. In film... in television... in literature. It's all about the story.

Think back to when you were in school. I'd bet you a beer that your favorite teacher... the one who really got through to you... told stories.

The stories you tell in your sales letters, emails and squeeze pages have an important job to do. That job is to keep prospects riveted... all the way to the "buy now" button, or until that 800 number pops up on the screen.

**Billions of dollars are made each year, all riding on the back of a story.**

But... you need to know how to use stories to the greatest effect, if you ever want to attain high-response in your direct response.

**Here's where that begins...**

## **#1 The Headline Story**

You can tell an entire story right there at the very top of your sales page. For great examples just take a look at John Carlton's famous golf headlines.

So many of them have rich characters involved in what are called "hero" stories.

Here are a couple that perfectly illustrate what I'm saying...

**“Crippled Golfer Stuns L.A. Open Crowd By Crawling From Death Bed To *Beat* 110 Pro Golfers With a 67 (Using A Short Backswing) And Qualify For The Last Spot In The Famous 2002 Tournament!”**

**"How A Completely Self-Taught *Pip-Squeak* Golfer Ignored Everything The So-Called "Experts" Teach... And Stumbled On The ONE BIG DARN SECRET To Instantly Adding Dozens Of Laser-Accurate Yards To Your Tee Shots... Especially If You're Too Short, Too Tall, or Too Out-Of-Shape!"**

That last one is one of John's most famous golf headlines. Aside from the golf theme, it shares something with the first headline that aided the effectiveness of the story. Do you know what it is?

I'll tell you in a moment. But first, here's another one that shares the same story secret. This one not from John Carlton.

**“Total Newbie Marketer Bullies His Way Thru The Herd... Kicks The Doors Wide Open... And Discovers The 7 SIMPLE SECRETS To Building A Massive List Of Primed-To-Purchase Prospects – And How His Efforts Can Reward You With 6 Or 7 Figures — Even If You're Brand New And Are Starting With No List”**

In all three examples, the headline was used to tease the product... but more importantly to entice the prospect to read on.

The headline is the first element of a sales letter people ever see. In these cases, the first words on the sales letter not only tell a story, but a full, rich, visual story.

Here's the best way to tell if you've got the makings of a winning headline story. Just ask yourself this simple question:

**"Did I set up at least 1 compelling, 3 dimensional character in my headline?"**

- Crippled Golfer
- Pip-Squeak Golfer
- Total Newbie Marketer

**If you can answer yes, then you're on your way.**

## **#2 The Been There Done That Story**

The BTDT story is a great way to form a bond with your reader. You're letting them know they're not alone in their pain. Whatever pickle they're in... you've felt how they feel now.

**Here's an example:**

In your copy you say... "You've listened to all the experts who claim they can help make you money online. But still it doesn't seem to work for you...."

You could just add... "I know how you feel. That happened to me too."

That might work. But it carries much more import if you tell it as a story.

"When I started online, I also bought every worthless "get rich quick scheme." I was delivering pizzas at night, just to earn extra cash to pay for these ebooks and courses. You know... after 6 months I still hadn't seen dime 1 of profit. I was working my ass off, and just getting poorer and poorer. I was just about to throw in the towel..."

### **See how much more powerful that is?**

You're not only telling your reader you've been there, but you're letting him know he's not so far gone. He too can do what you did.

This might be the most important story in your sales letter. If you can't relate to your reader, the rest of your letter means nothing. Now... It's not too hard, when you think about it. You just have to put yourself into your reader's shoes. This is just a story version of what Vic Schwab calls "being on both sides of the counter."

Think about what your prospect's going through. What led her to your page? And what in your experience can parallel that?

You nail that down... and the "been there done that" story is simple.

## **#3 The Product As Hero Story**

Every story needs a hero. In marketing, one of the simplest ways to sell with a story is to make the hero of the story... the product you're selling.

Use the story above as an example. The guy was working hard, but falling further and further behind. He was about to throw in the towel...

"But then a friend introduced me to XYZ product. And the difference was night and day. It was as if XYZ anticipated every problem I was having with marketing online. I went from losing money to total profit in 1 week. And it was all thanks to XYZ."

You read that story in someone's sales copy and you can't help but picture XYZ in blue tights and a cape, flying off into the horizon. The classic movie hero.

When positioning your product as the hero of the story, it will only work if it's both exciting and believable. You must do a balancing act here. Make sure this story passes both the "so what" and the "yeah right" tests.

Here's a way to amplify the hero story. It's simple and can make the story twice as powerful. **Give your hero a villain to fight against.**

**In the above story, our troubled guy was paddling to keep his head above water. You amp things up by adding a villain trying to pull him under the water!**

There he is trying to make it online but getting nowhere. Find the story of the online crook who ripped him off when he was at his lowest point. That's your villain.

## #4 The Reader As Hero Story

Similar to number 3, the reader as hero story works with the idea that if the reader uses XYZ, the success that follows will be attributed to her... not the product.

You've seen examples of this in television commercials. The mom needs to cook a big dinner for her husband's boss, but she's a lousy cook (a story right out of 1957).

So she buys XYZ frozen lasagna and the dinner party is a hit. She even hides the box at the end while everyone is asking her for the recipe.

**That kind of story also works today, both online and offline.**

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"My clients just weren't seeing results. But I read XYZ and the next day I had them rolling in profit. They thought I was a magician!"

Just like in the "product as hero story," the final act of the tale must pass the "so what" and the "yeah right" tests.

## #5 The First Person Hypothetical Story

This is a story tactic you can use when there is no true, compelling story to be told. You tell your story as a hypothetical, with your reader as the "star."

### **Example:**

"What if you were to try XYZ for 30 days... free? And what if you really worked the program. You could find you wake up on day 30 with a flood of Paypal sales in your inbox. You're now a big success. Your life suddenly changes. You drop the day job and instead sit around in your pajamas making 5 times the money, with 1/5th the work..."

**In the "first person hypothetical" story it's important that you make the reader the star of the story. It's not "What if Bob was to try..." Or "anyone could try..." It's "What if you try..."**

As long as this story stars the reader... and you put that reader in an ideal hypothetical situation, there's a good chance they're going to believe it's really going to happen to them. In their mind it now rises above a "what if."

## #6 Analogies And Metaphors As Stories

Most marketers don't even think about this one. You know you need to take advantage of any great opportunity to tell a story in your copy.

That doesn't mean you overwhelm readers with a series of them throughout the letter. That can get tedious and actually turn the reader off.

But... there are areas of a sales letter that work like gangbusters as stories... even though they're not typically defined as such. It's like just telling the the big "explosive" end of the story in a few words.

These are times when you use analogies and metaphors in your copy.

**Think about it.**

"Destroy the competition..."

"Explode your sales..."

"Turn your online business into an ATM machine."

These metaphors and analogies are... all by themselves... stories. Or at least the final act of a story.

Even if you decide not to venture into the world of full-blown story copy on your own, I recommend you at least run your letter though the metaphor and analogy gauntlet.

**Take the mundane and make it visual and exciting.**

That alone could skyrocket your profits! (Yes... that would be a metaphor.)

## # 7 The Testimonial Story

Too many copywriters and marketers today don't use testimonials to the fullest.

You could just do what most do. Take the long meandering testimonial that most customers give you, and chop it down to...

"I lost 23 pounds with Slimodrine!"

Or you could use all that meandering text in its entirety.

Both would be wrong, however. A storytelling marketer needs to edit and remold the story, highlighting what is needed to sell his or her product... while tossing out everything that doesn't.

**As long as you don't change the facts of the testimonial, and the person giving the testimonial is aware of your changes, then it's perfectly ethical.**

That's how you turn a huge, unruly story into something as concise and exciting as this...

"I used to be a Cheerleader... But after I gave birth, I was left with 21 extra pounds of fat. Then I found Slimodrine and now I'm 2 pounds less than when I graduated high school... Thanks Slimodrine!"

See... it's a full, rich, true story... all in 3 lines.

**Once you "edit" the testimonial, you should go back to your customer and get her to approve it, just to be safe.**

Since your sales page probably has more than 1 testimonial, learning how to remold testimonials into better stories, can really pay off in 2 ways...

First, because each testimonial is an opportunity to "prove" your product or service works... but just as important, if not more... it's an opportunity to compel your prospects to keep reading.

Back at #1 (The Headline Story), I told you that all 3 of those stories shared something. And that's true. As a matter of fact, the stories in this document share that same thing... actually 3 things.

These are the...

### ***3 Elements Required In Marketing Storytelling...***

All 3 are required in most stories. It is nearly impossible to have all 3 in a metaphor however...

These elements are simply...

- 1. A beginning**
- 2. A middle**
- 3. And an end.**

Let's go back through some examples to see if these stories contain all 3 of these elements...

#### **Headline Story:**

**Beginning:** Once upon a time there was this crippled golfer...

**Middle:** He crawled from his death bed to play this great golf game...

**End:** He beats 110 pros and qualifies for the biggest tournament.

#### **The Been There Done That & Product As Hero Stories:**

**Beginning:** Pizza delivery guy can't make money online no matter what he tries...

**Middle:** 6 months later he's about to throw in the towel when he picks up XYZ product...

**End:** A week later he's traded in the pizza dough for tons of dough. Pizza man is getting rich thanks to XYZ!

### **Reader As Hero Story:**

**Beginning:** Clients not making money...

**Middle:** I used what I read in XYZ book and in 24 hours they were profitable...

**End:** It was all thanks to me! Thanks XYZ!

### **The First Person Hypothetical Story:**

**Beginning:** You try XYZ for free...

**Middle:** 30 days later you're making money... lots of it...

**End:** Your life changes. Now it's all limos and Leer jets (so to speak)!

### **The Testimonial Story:**

**Beginning:** Cheerleader gets pregnant...

**Middle:** Can't drop the weight no matter what...

**End:** Slimodrine gets her not only down to her cheerleading weight, but 2 pounds LESS!

**Okay... so there you have it. My simple 7 story techniques that promise to launch your sales into the stratosphere (That would be a metaphor. See: #6).**

As I've said many times before, you don't want to use all techniques in every sales letter. That would be overkill.

But using even one or two can really make a huge difference to your bottom line.

Just recently, I took someone's letter, that was pretty decent... with a respectable conversion rate. I added just 3 of these techniques and improved his conversion by nearly 50%.

**If you're a marketer who wants more sales... a higher bottom line... and happier customers who actually look forward to buying from you... then feel free to contact me by visiting my website. The address is [www.montellomarketing.com](http://www.montellomarketing.com).**

You'll find a form on that page. Just fill it out and we'll talk. But please understand... I'm usually booked months in advance.

I can not do "a quickie." That is not negotiable. I couldn't stand behind a sales letter I threw together. While I have apprentices who help me, I do all the actual writing myself. None of what I do is ghost written... ever. So I only have so many hours in a week. And that time is precious.

If you're copywriter, the fact that you're reading this tells me you care about doing as much as you can for your clients, by upping your game.

**That's a great thing.**

I'm always happy to help a colleague... especially one seeking new tactics to help them get better at what they do.

Telling stories can be the most powerful weapon you'll ever use to make your clients more money. Do that over and over, and guess what? You're now in demand. And that demand in turn increases your rates.

**If you're interested in the possibility of being coached on story... or copywriting in general, head to [www.montellomarketing.com](http://www.montellomarketing.com) and use the form to let me know. We'll talk and see if we're a good fit.**

Unlike some other coaches I won't take you on if I don't think I can help you earn back my cost, many times over.

**But a warning...**

Just because I think I can coach you to greater success, doesn't mean I'll be able to fit you in. I have my regular marketing clients that take up much of my time. I only coach a handful of copywriters at a time. And like my writing slots, my coaching slots fill up quickly.

So... if this is something you're serious about, [contact me now](#).

To greater success in everything you do...

*Vin Montello*