

# Results-Driven Storytelling

## CRAFTING CONTENT THAT CONVERTS

### STEP 1: KNOW YOUR DREAM FAMILIES

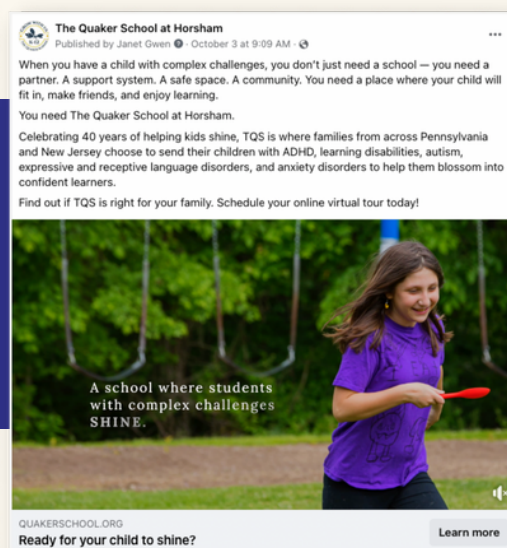
- Use Voice of Customer (VOC) research to capture the real, authentic voice of your dream families
- Choose your research tools: online surveys, interviews, correspondences, content mining
- Use your findings to create messaging that addresses key audience wants and needs, challenges, and solutions

#### SCHOOL STORYTELLING TONE

- *Empathetic, not judgmental*
- *Partner, not boss*
- *Experience, not assumptions*
- *Solutions/support, not salesy*
- *Truthful, not boastful*

### STEP 2: WRITE TO CONVERT

- HOOK your reader — draw them immediately into the page
- Prove that you UNDERSTAND them — their hesitations, their skepticism, their concerns
- Address their pain points and make them TRUST you
- Convince them that what you are offering will really BENEFIT them
- Offer them PROOF
- Make it EASY to take the next step



## STEP 3: DRAW THEM IN

- Make sure your entire funnel is delivering on the promise you're making.
- Are you making it easy and frictionless for your audiences to take action?
- Are your outcomes and benefits clear?

## STEP 4: TELL A STORY

- Focus on the reader. Make a promise. Answer, “What’s in it for me?”
- Stay focused on the main idea (something compelling) and main purpose (your intent).
- Be ultra-specific in your assertions. (Have confidence.)
- Demonstrate credibility with facts, testimonials, quotes, and thoughtful research.
- Restate the promise to hook the reader back in.
- Make a bold, firm offer.

## KISS (Keep It Simple, Storyteller!)

1. Add subheads
2. Shorten your sentences and paragraphs
3. Bullet copy wherever appropriate
4. Increase the white space
5. Bold words
6. Add both internal and external links
7. Edit! Edit! Edit! Cut ~~any and all~~ extra words

## CALL-TO-ACTION STYLES

Start with a strong verb (“Join”/“Start”) • Make it exclusive (“Pre-register”/“Limited Space!”) • Make it about them (“Yes! I want...”/“Access your...”) • Gauge Interest (“Reply”/“Share”) • Answer for them (What do they want to do? “Attend an Open House”) • Pair with persuasive content (testimonials/ratings/social proof) •

Keep copy short - and stick with your style!