

# GUIDE TO CREATING AN IRRESISTIBLE CLIENT HERO STORY

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THANKS TO CLIENT  
HERO STORIES THAT  
SELL OUR PROFITS  
ARE UP THIS YEAR



**Cindy  
Cyr**

# Guide To Creating An Irresistible Client Hero Story That Increases Trust, Sways Purchasing Decisions In Your Favor and Leads To Referrals



**About the Author:** Cindy Cyr is a Marketing Strategist, Consultant and direct-response copywriter. Her client list includes Zig Ziglar, No B.S. Inner Circle (GKIC), Advantage | ForbesBooks, AWAI (American Writers & Artists, Inc.), and many others. Her clients have experienced results that include seven-figure per year assets, increased leads, improved retention rates, doubled and tripled conversion rates, and increased revenue. Cindy co-authored The third edition of *The No B.S. Marketing To The Affluent Book* with Dan Kennedy. Learn more about Cindy at [www.CinCyrCopywriting.com](http://www.CinCyrCopywriting.com) or email her at [cindy@cincyr-copywriting.com](mailto:cindy@cincyr-copywriting.com)

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# Guide To Creating An Irresistible Client Hero Story That Increases Trust, Sways Purchasing Decisions In Your Favor and Leads To Referrals

Heroes elevate lives. They inspire us. Transform us. And according to research at NYU, heroes and heroic action may even evoke a unique emotional response.

Which is why you'll find it more effective to have a hero when telling your own company story.

The question then becomes: WHO should be the hero?

During my travels as a professional marketing strategist and copywriter, I see the same mistake again and again, companies position *themselves* (or their product or service) as the hero in their story.

This is all wrong.

Because for your marketing to be effective, prospects need to identify with the hero and imagine themselves in your story.

When you think of it that way, it's easy to see why your customers must be the hero in your story. Not you. Not your company. Not your product. Not your service.

**Why should the hero of your company story be your customer, client or patient?**

To gain a better understanding, consider:

- The hero of a story is always a person – never an object or place.
- The hero of a story experiences transformation. This often reflects a transformation the audience wishes they could make in their own lives.
- In stories, the hero struggles with a problem they need or want to overcome.

Once you consider these points, it is logical to see that your product, service, and company are not a person. And that your product, service or company provide the guidance or solution that allows the hero to overcome the problem and experience the transformation.

But there are even more important reasons you should make your customer the hero...

Doing so can win over customers, close more sales, and increase trust.

In fact, the proof is overwhelmingly in favor of including customer stories in your marketing. Cited as one of the most influential pieces of content affecting purchase decisions, 97% of consumers say reviews influence their buying decisions.<sup>i</sup>

Consumers say reading what a customer has to say about your company, product or service increases trust and their likelihood of buying.<sup>ii</sup>

And if you have at least five written customer experiences you multiply the purchase likelihood by almost four. <sup>iii</sup>

This becomes even more important for higher-priced products, where reviews can increase conversion rates by 380%. <sup>iv</sup>

An important note to make here is that, when targeting affluent customers, these reviews must be from an affluent consumer. Because consumers not only consider the review but the reviewer. If the affluent reader perceives the customer reviewing the product to be unlike him, the affluent reader will discount it. <sup>v</sup>

The problem is affluents generally aren't too excited about sharing their experience publicly. Most won't. Nearly three-quarters of affluents say they need to be motivated to do so. Which means if you fall under the umbrella of a luxury brand or a brand targeting affluent consumers, it's more necessary to provide rewards and recognition to get consumers to share their story about the experience they had with your business. <sup>vi</sup>

One of the most effective ways to accomplish both objectives (reward your client and secure a review), is to invite your best customers to be featured as the hero in your company's story.

### **How do I position the customer, client or patient as the hero?**

I've found that one of the best and easiest ways to get to yes faster is through client hero stories.

Client hero stories feature your best customers and their experience with your products and services.

Similar to case studies, client hero stories help clarify the burning questions your prospects have in their mind.

Case studies and client hero stories are more than a testimonial or review. They both speak to the specific customer pain. They both are designed to sway purchase decisions and make a case for why the buyer should choose your company. However, the main difference between a case study and a client hero story is that in a case study, the emphasis is on the COMPANY being the hero of the story while, in a client hero story, the CLIENT is the hero.

It's a subtle difference, but a critical point you must get if you want your consumers (especially affluent ones) to eagerly participate in giving your product or service a glowing review. The client hero story shows the client identifying a problem and choosing your product or service as the solution and shows what life looks like after they use your products and services.

Again, the client is positioned as the hero. Like a knight choosing his sword as he heads into battle, *they make the decision and choose you as their guide or solution to solve their problem.*

The client is the smart one... the creative one... the one with good taste... the brave one... and so on.

These stories captivate readers and listeners because they focus on human elements such as ambition, battling a challenge and perseverance. This can be done with virtually any product, service or situation... from the man surprising his wife with the perfect piece of jewelry... to the mom who raises her teen's confidence when she finds an orthodontist to fix her teen's smile ...to the business owner who is able to reduce his taxes.

Now that you understand the differences between a case study and client hero story, here are the steps to creating them for your company:

## **12 Steps to Creating Your Client Hero Story**

**Step one: Define where your client hero story will be used.** (E.g. Newsletter to current members, in shock and awe package to prospective clients, sent to new customer immediately after booking an appointment to help encourage them to keep their appointment, sent to reinforce a similar customer's experience immediately after an appointment to help make the sale, etc.)

**Step two: Who will read them?** Current clients/customers/patients OR prospects.

**Step three: Name the one big idea/objective you intend to address.** (E.g. Indoctrination of a certain principle? Overcome a common objection?)

**Step four: Make a list of your top clients/customers/patients who match the objective you want to address.** For example, if you are trying to overcome the objection of "will this work for me" –choose someone who matches your target audience and battled with that same objection. Or if your objective is to indoctrinate your customer on your principles select clients who are particularly good at executing the a principles you want to address.

**Tip:** While you can identify your best customers, you may not always know their whole story. That's okay though. When you take time to ask, you'll not only build a better relationship with them and make them feel you care, you'll discover the hero in them.

**Step five: Decide what you'll need from your client, customer or patient.** This should be done BEFORE you approach them. For example, how much time will you need to do the interview? Do you need a photo from them?

**Step six: How will featuring your client, customer or patient benefit them?** It's helpful to have some ideas about what's in it for them and the advantages for their participation. This is especially true when approaching a wealthy or well-known client. (E.g. promotion for themselves or their business, bragging rights to their friends/family/peers, recognition for their accomplishments.)

**Tip:** Once you feature clients as the hero of your brand, you'll find that when you recognize wealthy clients in this way, others are eager to help you with these stories.

That's because being featured as the hero raises their status among their friends. It makes them feel special and recognized.

**Step seven: Ask your clients for an interview.** When you reach out to clients/customers/patients you'll use the information you came up with in steps one through six.

Example: Hi <first name>, I'm so impressed with how you've worked to not only erase your debt but position yourself for early retirement. I was wondering if you would do an interview with me in the next week or two so I can feature you in my newsletter to my customers. I think they'd be inspired and love to hear some tips from you. The interview will take about 20-30 minutes. I'd also like to include a picture of you. I'll send over some questions for you to consider ahead of time.

**Step eight: Prepare for the interview.** In addition to doing research, prepare well-thought-out questions for your interview. While questions will vary depending on what your business and objective is, here are a few of the main questions you'll want to include:

- How (and when) did they first hear about you, your business, product or service?
- What was the big challenge they were able to overcome because of your guidance?
- What is the transformation that took place as a result of using your product or service?

In addition, here are 11 additional questions I frequently ask during my interviews when writing client hero stories:

1. Share a bit about yourself that people can connect to – who you are, where you are from, your family and your business. Tell me how and when you started, its evolution, your team size/employees, clients/patients you serve?
2. What specific problem were you experiencing in your business that you were looking to resolve when you first encountered me (my business, product, service)? Why was this important to resolve, how was it affecting you (personal and/or business life)?
3. When and how did you collide with my business? Tell me your story – what was appealing, surprising? What fears were bubbling up as you were making your decision? Was anything holding you back?
4. Tell me about your process of (learning/ adopting/implementing) product/service/guidance. (You are looking for their MOMENT OF INSPIRATION that they really committed to your product or service.)
5. What do you think would have happened had you not found (your company/product/service)?
6. Quantify for me what your (life/company/etc.) looks like today vs. where you were and what it looked like pre-(your company/product/service).  
i.e. What has happened as a result of (using product/applying principles/etc.?) What results have you achieved? What clarity do you have now that you didn't have before? What momentum have you produced as a result?
7. What personal/lifestyle changes have been made possible as a result of (using product/service/applying principles)?



8. In addition to your initial problem you were looking to solve, what's the No. 1 challenge/problem that you feel you've solved/overcome?
9. What's your latest/greatest discovery with (your product/service/company)? Anything new ringing the bell for you?
10. What would you most want others to know about you, your successes and solutions?
11. Anything to add that I haven't asked about?

**TIP:** Send the questions ahead of time and ask them to use examples and anecdotes in their story.

**Step nine: Conduct the interview.** A few tips:

- Don't be late. Always respect their time.
- Be prepared. Have your questions in front of you. Do whatever research you can ahead of time. Check your files on the client for any details you may have in there that might help.
- Thank them for their time and compliment them again for their accomplishment.
- Ask them if it's ok if you record the interview. Explain to them it's to ensure you quote them accurately and are free to focus on what they are saying instead of being distracted by note taking.
- Guide the interview to meet your objective, however, if you uncover something really good, keep going down that path, even if it wasn't the original story you had in mind.

**Step ten: Write the client hero story.** If you think about your favorite books and movies, the ones you can't pull yourself away from, they start with a problem. This is especially compelling when there is a question whether your hero can overcome the problem.

### **Your Hero's Struggle**

This is where you'll start your story, by introducing your hero and their problem. When introducing your hero, your readers need to see themselves and say, "That is me!" Including descriptive words after your hero's name will help readers identify with them. For example, Tom Jones, a retiree, Don Johnson, an avid golfer, Kim Smith, an entrepreneur and so on.

The best stories have conflict. Describing the struggle the hero had is a vital part of the story. This is what will hook people in. They will want to find out how the hero solves their problem. This is worth spending extra time to get right.

### **Your Hero's Solution**

The next part of the story gets into how your hero found a solution (your product or service) and how this guided them to success. As you tell the story, you'll want to keep a few things in mind:

- 1) Your objective and your target reader.**
- 2) Elements that make your hero likable and relatable.**

- 3) **Credibility boosters.** Transparency is important. It demonstrates credibility which gives consumers confidence in purchasing from you. Show your hero as being human. Include the setbacks that slowed them down along the way.
- 4) **The roadmap they followed.** This part of the story should paint you, your product, and/or your service as the guide and give a plan or ideas for the reader to follow.

### **Your Hero's Transformation**

Ultimately you want to wrap up the story with the transformation of your hero. This will show how he or she was successful because of purchasing from you. Rather than making it a boring, facts only conclusion (i.e. John's business doubled), paint a picture of what the reader can experience when they follow in your hero's footsteps.

For example, "John's business doubled the first year and is now growing 25% per year. He and his wife were able to move into their dream home overlooking a lake and surrounded by mountains. Working just six hours a week, they now go snowboarding three times a week instead of three times per season and never worry about having enough time or money to do the things they enjoy most. Last year, they took off two months to travel to Africa where they sponsored and helped build a school in a small town there."

**Step eleven: Give yourself space.** After you've written your client hero story, let it sit.

**Step twelve: Review and edit.** Holding to a specific word count will help you keep your story concise. Read your story out loud to catch errors or places where your story doesn't flow well. Eliminate any unnecessary words or sentences that stray from the objective or don't contribute to the effectiveness of the story.

Storytelling is perhaps the best way to hit an emotional chord with your customers and not bore them. Stories are easier to remember with greater accuracy too. And when you make your best customers, clients, or patients the hero of your story, you'll make them feel valued, recognized, and rewarded. Which will make them more loyal. They'll be more likely to share their experience with others and refer you more often to their friends. Not to mention, spend more money with you. Plus, by leveraging their stories, you'll increase trust in your brand and create a tipping point for prospects to make a purchase from you.

For more information on how to receive an evaluation of your client hero stories with information on how to improve them, have client hero stories written for your company, or how to leverage your client hero stories to get more referrals, email [cindy@cincyrCOPYwriting.com](mailto:cindy@cincyrCOPYwriting.com)

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<sup>i</sup> Fan and Fuel 2016

<sup>ii</sup> Spiegel Research Center 2017

<sup>iii</sup> Spiegel Research Center 2017

<sup>iv</sup> Spiegel Research Center 2017



### **What People are saying about Cindy Cyr:**

"At Ziglar, we've enjoyed working with Cindy Cyr for over a year now. She has a real knack for making a good idea better, and for making the better idea sell! She has done a great job presenting the Ziglar message in a way that keeps 100% of its integrity and moves the reader to take action. In short, Cindy creates fantastic customized offers that incorporate proven marketing principles in ways that get both results short term and long term." --

**Tom Ziglar, CEO-Proud son of Zig Ziglar**

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"I worked with Cindy for 3 years after hiring her for long-term copywriting work. She quickly became an integral part of our marketing team, not only providing excellent copy work but actively participating and providing ideas for how the copy could fit into marketing campaigns.

She magnificently integrated all of our products and services seamlessly into blog posts that provided another avenue for both prospects and current clients to re-engage and purchase products without us sending out promotions.

You would be lucky to have Cindy working with you on the marketing and copy for your business!"--**Darcy Juarez, Executive Director of Marketing, GKIC**

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"A year of intense research and up-date work by my co-author, Cindy Cyr, has yielded a true "bible" for attracting, selling to, satisfying, keeping and cloning especially affluent clientele, empowering you to comfortably invest more in great marketing; protecting your price elasticity, premium prices and fees, prestige with your clientele, and boxing out those who compete by price/profit sacrifice. You know Cindy from her outstanding Member Profiles/Case Histories in every issue of the No B.S. Marketing Letter, if not from her other work. She has made this new 3rd Edition infinitely more valuable than prior editions. I'll bet it's the most profitable reading you do – and act on – all year."—**Dan S. Kennedy**

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