

How To Tell a Story

Story telling is all about creating the setting. First, we introduce the characters with a little background.

Candace and Owen had been married for 7 years. They had three children, 2 dogs, and a guinea pig.

(Next, introduce the problem.)

Both had worked for many years and provided a great deal for their family. However, the daily grind and continued routine of their existence made it difficult to truly connect with one another. They needed a break from the mundane and a weekend away was the only way to get it.

(Now this is where you can place the business name)

Willow's Perch is a bed and breakfast located less than an hour away from Candace and Owen's home.

Setting the Scene

Setting the scene is the most important aspect of selling your story. You have introduced your business and now you must include amenities the couple would enjoy while they were staying with you. Describe the grounds, activities, and even the food and staff you want to emphasize to make the story what it needs to be to sell your concept.

Candace and Owen had taken off work for the weekend and Candace's parents were taking over the family so they could have a break. The couple anticipated the many activities Willow's Perch was known for. (This is where you can describe a few), but most of all, they desired time to reconnect and remember why they fell so desperately in love so many years ago.

The goal is to paint your business in the highest light possible while telling the story of the experience of the couple. The story makes it real for your clientele and allows them to connect with the individuals you are describing.

Examples of effective phrases to start a storytelling copy

1. Once upon a time...
2. Imagine yourself...
3. Have you ever...
4. It all started when...
5. Picture this...
6. There was a time...
7. Let me tell you a story...
8. Once in a while...
9. Not long ago...

10. When I think back to...
11. I remember the time...
12. From the moment...
13. Back in the day...
14. In a land far away...
15. It was a day like any other...

Examples of effective starting hooks for storytelling copy:

1. "Picture this..."
2. "Imagine if..."
3. "Once upon a time..."
4. "It all started when..."
5. "Have you ever..."
6. "Let me tell you a story..."
7. "From the moment I saw it..."
8. "It was a day that I'll never forget..."
9. "I never thought it could happen to me..."
10. "There's something about..."

These hooks are designed to grab the reader's attention and draw them into the story, making them more likely to engage with the copy and ultimately take the desired action.

Phrases that can be used to end a story with a strong call to action:

1. Don't wait any longer, take action now and...
2. Are you ready to experience this for yourself? Click the button below to get started.
3. Join us today and start your journey towards...
4. Now is the time to make a change. Click the link to learn more and...
5. Don't miss out on this opportunity. Click the button to claim your spot.
6. Are you ready to transform your life? Sign up today and...
7. Start your journey towards [desired outcome] today. Click the link to learn more.
8. Ready to see the results for yourself? Take action now and...
9. Don't let this opportunity slip away. Click the link to get started.
10. It's time to take the first step towards [desired outcome]. Click the button to begin.

