

# How to Persuade Readers Through Story Telling

Do you remember the last story you read? We all have our favorites. Whether you choose to invest your time in reading action and adventure, horror, comedy, or a bit of romance, there is one or two genres we all gravitate toward. The reason one story will entice us more than another has a lot to do with how the author connects to our most intimate feelings.

Authors regularly use descriptive text to entice readers to read on. It is the description that allows us to paint a picture in our minds. The mind is a very powerful tool and when provided the right stimuli or description in a story, vivid imagery can come to life. This is what is so powerful about reading our favorite stories and what entices us to continually seek out the same author.

## What Does Story Telling Have to Do with Copywriting?

It is the copywriter's job to bring the reader to a state where they cannot get enough and read to the very end. A copywriter can perform this task through a series of buzz words and even questions that make the reader see significant value in what they are reading.

The two worlds of copywriting and storytelling might seem on opposite ends of the spectrum, but they are remarkably similar. You can tell a story while promoting a brand. A story does not have to be just a fictional rendition of an experience. For example, if you are trying to promote a brand of hotels, emphasize the various amenities while talking about how the fictional characters are enjoying them. The same notion can be garnered from talking about a brand of shoes or practically anything else. The key ingredient is taking yourself out of the technical aspect of writing and into the world of storytelling.

## The Psychological Aspect

What do you remember about specific stories? The characters, scenes, or just the timeline the story takes place in. No, you remember it all at the same time. Our minds are highly complex entities that can record information and play it back over and over again. Think of the last book you read. If it was an interesting one, you can give a synopsis of the story to anyone.

Statistics show that 63% of people can recall stories where only 5% can recall useless facts. Companies of all sizes have attempted to draw in readers based on their ability to give facts or teach something new, but few, if any, have adopted the possibility of telling stories to sell their products. The mind is a unique and beautiful thing. If we, as copywriters can unlock the intricate nature of how stories affect our ability to recall facts, we can sell more through content than we have ever thought possible.

## What is in a Story?

Although it might seem like the success of a good story teller is an unattainable feat, it is not always the story teller, but the structure of the story that makes the most impact. The general structure of a story involves an introduction of characters, followed by a conflict, climax, and ultimate resolution. There are other structures to follow as well including...

## **Heroes' Journey**

This structure represents a circular form of story telling in which conflict happens but brings the story back to the beginning of the journey.

## **Three Act**

In this structure, more of a play format takes place. The introduction of an incident followed by a midpoint and a climax make up the three acts to get to the conclusion.

## **Fichtean Curve**

It is in this structure where a series of small crisis occur followed by the ultimate climax and conclusion.

## **Story Circle**

This structure of a story is derived from the ability of a character to learn from their mistakes. It begins in complete comfort, followed by a conflict and learning lessons until the subject comes to realize they have grown as a person.

These are just a selection of the most popular story structures to demonstrate how varied you can possibly make your content through story telling. It is possible to tell the exact same story using different structures to emphasize various parts. The more defined your structure, the easier it is to relay your message.

## **Where to Begin**

You can tell a story to sell a brand name or introduce a product, but you have to know where to begin. This requires a little out of the box thinking on your part. First begin by deciding what the main goal of the story will be. Then you can decide on the exact structure for the progression of your story.

Next you need to know who your audience is. Structure your story based on what your audience will desire most. Emphasize plot points and climax goals based on your client's views and not your own. The possibilities are endless when you begin mixing your content with the ability to produce an effective story.