



5 Tips for Using Storytelling in Your Online Business

Storytelling is a great tool when you're marketing online. It gives you a chance to connect with your audience and share a message without sounding too "salesy". It's a way to allow your readers to get to know, like, and trust you while sharing something with them that is easy to remember. Combine it with a product offer that fits and you have a powerful marketing message.

Start with The End in Mind

Every story has a purpose or a moral if you will. Start by thinking of that the moral of your story is before you decide what story to tell. What do you want your listeners to do after you're done telling the story? What action do you want them to take? Once you know where you want to end up, it's easier to craft the story.

Know Your Audience

You know what you want to accomplish with your story. Now think about your audience. It doesn't matter if you use your story in a business presentation, a blog post, an email or a sales page. You need to have a good grasp on who your

audience is to make sure you can tell a story that's meaningful to them. Think about what you have in common with your audience. Those are the experiences you want to pull from for your stories.

Make It Personal

Don't be afraid to make it personal. Once you find that connection, it should be fairly easy to come up with a story based on facts and events from your real life. Using real life stories helps you make a deeper connection with your audience. You'll sound more authentic and more believable.

Why is this important? It helps you build trust with your readers and they will be more likely to take you up on any product recommendations you make.

Make It Memorable

The best stories are the ones we can hear and then remember well enough to share. To make a story memorable make it short and to the point, but also try to evoke emotion. We remember things better when our feelings get involved. Surprise your readers, make them laugh, or bring them to tears with your stories. Either scenario will make sure they remember the story along with you and your brand.

Practice, Practice, Practice

This last tip may be the most important. While we all have a little storyteller inside us, telling stories to market our business isn't something that comes natural to us. The trick for getting good at it is to practice. Start writing and telling

stories about anything and everything. Share your favorites with your audience and just keep at it.

The more you practice storytelling in your business, using the tips shared here, the better you will become. It's a powerful tool to have and well worth the time and effort it takes to become an effective storyteller.

