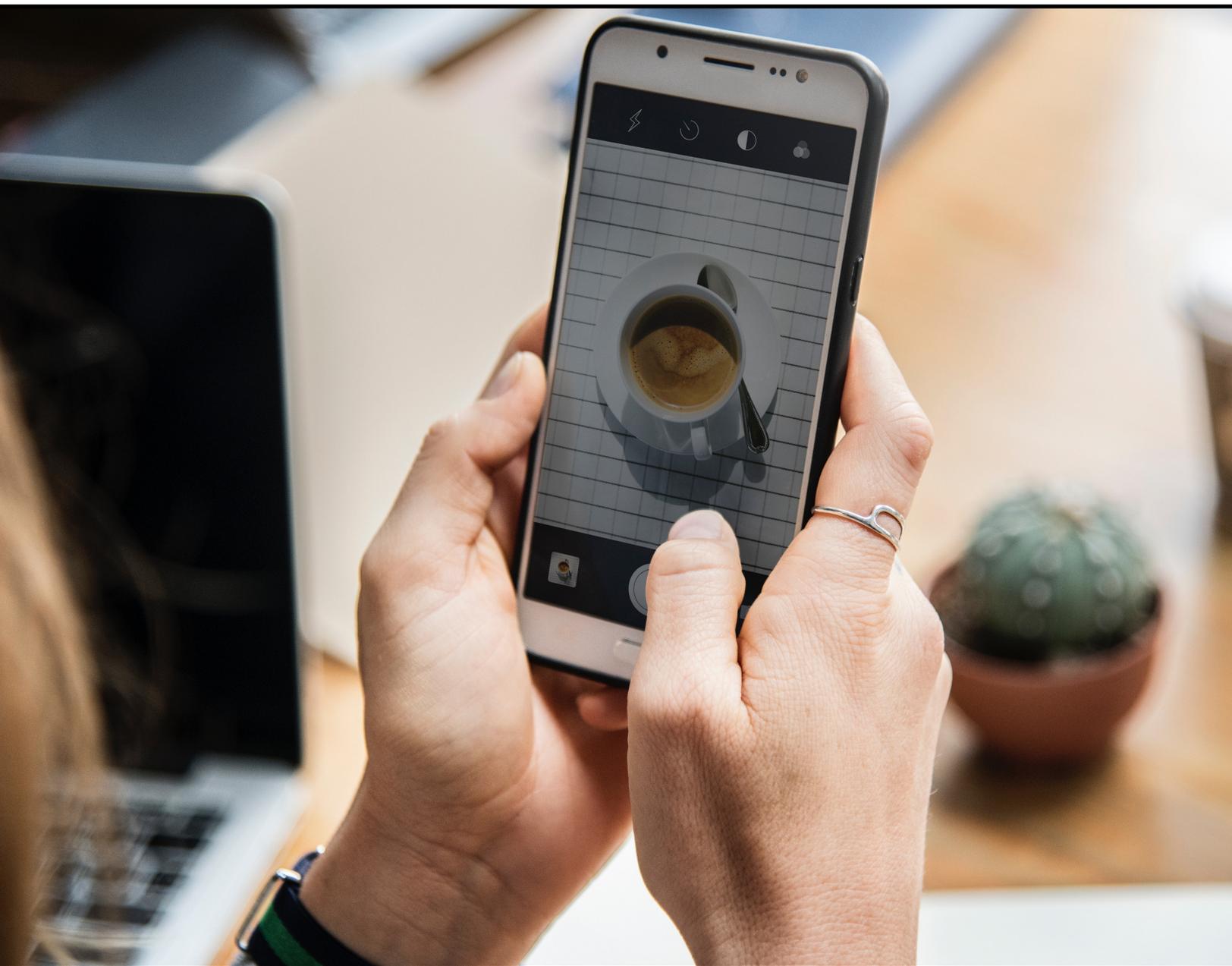


# Irresistible Story-Based Marketing

with Facebook & Instagram Culture Bonus



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# How to Use This Guide

Hello! Congrats on purchasing the Genius Communication course! My purpose in creating the course is to help you build your business true to who you are as an introvert and to give you the tools to communicate with your clients in such a way that they know you get them! This, by itself, will keep them coming back but also generate a referral engine.

This resource is divided into two parts. The first part is developing an overall marketing strategy based on story branding from two angles:

- ◆ Developing a story plot that will act as an outline for all of your marketing content
- ◆ Using stories for marketing

Stories are incredible tools to build rapport. When you hear a story, your brain and the storyteller's brain start operating on the same wavelength. In fact, you actually become a part of the story in your mind. Also, stories help the brain understand and organize what it's receiving faster and better.

In this first section, I have the general outline of each story branding step along with explanations and question you can use to develop your brand story. I've created a **separate worksheet to write your answers.**

**Once you're done with this resource, use your story outline and go through your website, social media, ads, and all other marketing content and make sure the story and message are clear and true to your market and the same across all platforms.**

The second part is all about the culture of Facebook and Instagram so that you can post things that fit your target audience. As you know, culture defines **how** we need to communicate. Knowing each platform's general culture will enhance your ability to communicate to your audience.

I've also included a Facebook ad checklist to guide you through making your ads with extra tips I've learned in the Facebook school of hard knocks!

Use the space on the side to take notes or jot down ideas!

*Sherri*

# Your Story's Plot

Think about the last movie you watched or book you read. Who was the hero? Did he have it all together? Did he know how to overcome his obstacle? I'm sure you agree that the answer is no, no, and no!

Most heroes are a wreck! Their lives are usually a mess from past mistakes, broken marriages, or death of a spouse. They are then confronted with what seems to be an insurmountable obstacle, and they have no idea what to do. They are overcome with self-doubt and uncertainty and are usually emotionally damaged.

And then the guide shows up and guides the hero to the key thought or action that will make everything fall into place and get the hero to his desired end. It's Yoda and Luke Skywalker in Star Wars. Frodo and Gandolf in Lord of the Rings. The guide doesn't tell the hero what to do. Instead he *starts a process of self-discovery in the hero and training with the hero using the tools and knowledge the guide possesses.*

*Always remember this...in your business, your customer is the hero and you're the guide.*

## STEP 1: DEFINE YOUR HERO

- ◆ What does your client want?
- ◆ What is her challenge/obstacle?

## STEP 2: DEFINE YOUR ROLE AS THE GUIDE:

- ◆ How does your product/service help your hero (client) overcome that challenge?
- ◆ How can you focus on framing your customer as the hero instead of you or your product/service?

The *number one way to frame her as the hero is guiding her to her own decision.* You can also do something like Tom's where a pair of shoes is donated to the less fortunate when you buy a pair. The main thing is ***to not focus on the product but your hero.*** Also when you focus on your product/service, you don't always *hear what your hero is really needing and desiring*, which takes us to the villain.

"WHEN WE DEFINE THE ELEMENTS OF A STORY AS IT RELATES TO OUR BRAND, WE CREATE A MAP CUSTOMERS CAN FOLLOW TO ENGAGE OUR PRODUCTS AND SERVICES."

—DONALD MILLER

I HIGHLY RECOMMEND DONALD'S BOOK, "BUILDING A STORY BRAND."

### STEP 3: IDENTIFY YOUR HERO'S VILLAIN

- ◆ What is your hero's external, immediate and easily defined challenge?
- ◆ What is your hero's internal problem due to the external challenge?

Your hero's villain is both the *external and internal challenge*. The external challenge is easy to define. For example, you break your phone. Your external villain is you need it fixed or replaced ASAP.

The internal problem is the anxiety of not receiving calls and texts (especially as an entrepreneur), staying connected with all of your social media, not having your calendar alerts, and more. It's also the dreaded "one more thing" to do as well as an extra expense you didn't plan on having plus how long will it take to get your phone working and how much is it going to cost you. In this example, the villain is anxiety, frustration, and uncertainty.

***Remember this...your clients are more prone to buy from you if you solve their internal problem.*** Speed, convenience, expertise, comfort, and a good price solve the internal challenge in the example above. The better and more intensely you solve your client's internal problem, the more satisfied she will be and the more she'll return and refer.

### STEP 4: CALL TO ACTION

Every hero is faced with potential danger that seems insurmountable. Your job is to provide her with a clear plan (like stepping stones) to overcome the perceived danger of taking a risk with you! In other words, you don't want the uncertainty of doing business with you more dangerous than your client's problem!

The goal is to **eliminate any confusion or difficulty in the path** toward purchasing your product/service. One example is a "click here!" button to download your free resource. Or if you work with in-person clients, it might be something like: 1) read the contract; 2) sign and return; 3) pay a deposit or half down.

You can also create a list of commitments to include in your contract or separately listed on your website. You want to clearly communicate your commitments to her and eliminate any concerns she might have before purchasing.

- ◆ List 3-6 step clearly defined to purchase your product/service.
- ◆ Create a list of commitments and/or answer common questions in a FAQ.

Remember that any Call to Actions (CTA) on your site needs to be above the fold meaning your site's visitor doesn't have to scroll down to get your free resource. If you have a lengthy product page, include a purchase button above the fold and throughout periodically.

## **STEP 5: DEFINE THE COST OF INACTION**

The **human brain has a greater desire to avoid pain than to achieve pleasure**. It's at this point that you need to emphasize the risk and potential pain of NOT doing business with you.

- ◆ What is at risk of not purchasing your product/service? List at least 3 things.

## **STEP 6: DEFINE AN INSPIRATIONAL IDENTITY**

This is the cherry on top. In this step you're defining **who your client wants to be** after using your product and service. Apple is expert at this. They never say BUY; they show you what life is like using their products. Ask this question to help you define the aspiration identity your hero desires:

- ◆ How does your client want to be perceived by her friends?

It's effective but can be tough to answer unless you know your target client well. If you're having a rough time answering, interview some of your current ideal clients and get their perspectives.

It's now time to answer these questions on the following page and get your brand story fleshed out.

## **STEP 1: DEFINE YOUR HERO**

1. What does your client want? \_\_\_\_\_  
\_\_\_\_\_

2. What is her challenge? \_\_\_\_\_  
\_\_\_\_\_

## **STEP 2: DEFINE YOUR ROLE AS THE GUIDE:**

1. How does your product/service help your hero client overcome that challenge? \_\_\_\_\_  
\_\_\_\_\_

2. How can you focus on framing your customer as the hero instead of you or your product/service? \_\_\_\_\_  
\_\_\_\_\_

## **STEP 3: IDENTIFY YOUR HERO'S VILLAIN**

1. What is your hero's external, immediate and easily defined villain? \_\_\_\_\_  
\_\_\_\_\_

2. What is your hero's internal problem due to the external challenge? \_\_\_\_\_  
\_\_\_\_\_

## **STEP 4: CALL TO ACTION**

1. List 3-6 step clearly defined to purchase your product/service. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. Create a list of commitments and/or answer common questions in a FAQ. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## **STEP 5: DEFINE THE COST OF INACTION**

1. What is at risk of not purchasing your product/service? List at least 3 things. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## **STEP 6: DEFINE AN INSPIRATIONAL IDENTITY:**

1. How does your client want to be perceived by her friends? \_\_\_\_\_  
\_\_\_\_\_

## Extra Tips

Here are few more tips for using stories in your marketing content:

- ◆ **Use your clients' stories and testimonials in all of your content.** Some of the best response I get from my Facebook ads is when I use a client's story of how one of my products or services helped them. Get creative. You can create videos that tell the story instead of a talking head telling the story. There are so many creative ways beyond the scope of this resource. The main point is use video, text, pictures, slideshows, whatever you can to get their stories out. You can also tell your story but use that more sparingly.
- ◆ **Replace "we," "our" and "them" with I," "you," and "your" as much as you can on your site and in your marketing materials.** Using "we" and "our" is very impersonal. People want to do business with *you* and to be unique to you not lumped in with everyone else.
- ◆ **Make sure your messaging is the same across all platforms and with your staff.** The work you've done in this resource is your central message to your hero and that message *must* be the same across the board. Brian Clark, founder and CEO of Rainmaker Digital, says that "disjointed messaging is one of the biggest obstacles to achieving meaningful ROI."
- ◆ **Develop a brand personality.** Is your brand fun and quirky? Relational and nurturing? An authority with power? Mysterious? That personality needs to come out in your brand story.

# Facebook and Instagram Culture

In this second part, we're going to tackle the very different Facebook and Instagram cultures to help you create content that fits and results in engagement and customers.

## **FACEBOOK:**

Facebook is a “let's be friends!” platform where you introduce yourself—education, relationship status, work, location—and keep everyone up to date with periodic posts using text, pictures, and videos.

It's the cat and dog video place. The place to be bold and tell people what you really think and even butt into conversations that you're not a part of. It's where introverts can feel empowered to really say what they are thinking.

Think of Facebook as a **keg party** where some get too drunk and start airing dirty laundry and picking fights or a **large family Thanksgiving meal** where Uncle Bob starts talking politics and before you know it everyone is stomping out angry and vowing to never come back.

**Tip:** Use photos and videos a lot. Text still works but Facebook users have gravitated toward visual content for sure.

## **INSTAGRAM:**

Instagram is my favorite! It's the **BEST PLACE FOR BUILDING YOUR BRAND. It's a strictly visual platform and creates a more intense impression because the brain processes imagery faster and more effciently.** On top of this, everyone is fiercely brand-conscious on Instagram, most are under 30, and engagement is **TEN TIMES** higher!

Think of Instagram as a **glamorous cocktail party** complete with sophisticated drinks and hors d'oeuvres. Everyone is standing around looking fabulous discussing fine art and where they vacationed in Europe.

Instagram is an **introvert's paradise** because it's mostly a kinder and gentler place with less drama. On Facebook you build a free-for-all network, but with Instagram, you build **communities of people who share your common interests—travel, photography, fashion, food, decorating**, etc.—and people are more selective on who they follow. It's just a nicer place to be (at least for now and Facebook is doing as much as possible to keep it that way).

**Tip:** Your photos need to be pretty and interesting but don't neglect photos that are more personal and less polished. One complaint is that Instagram is fake because everyone looks their best. Have the beautiful, themed feel that also includes real-life, behind-the-scenes photos too.

# Facebook Ad Cheat Sheet

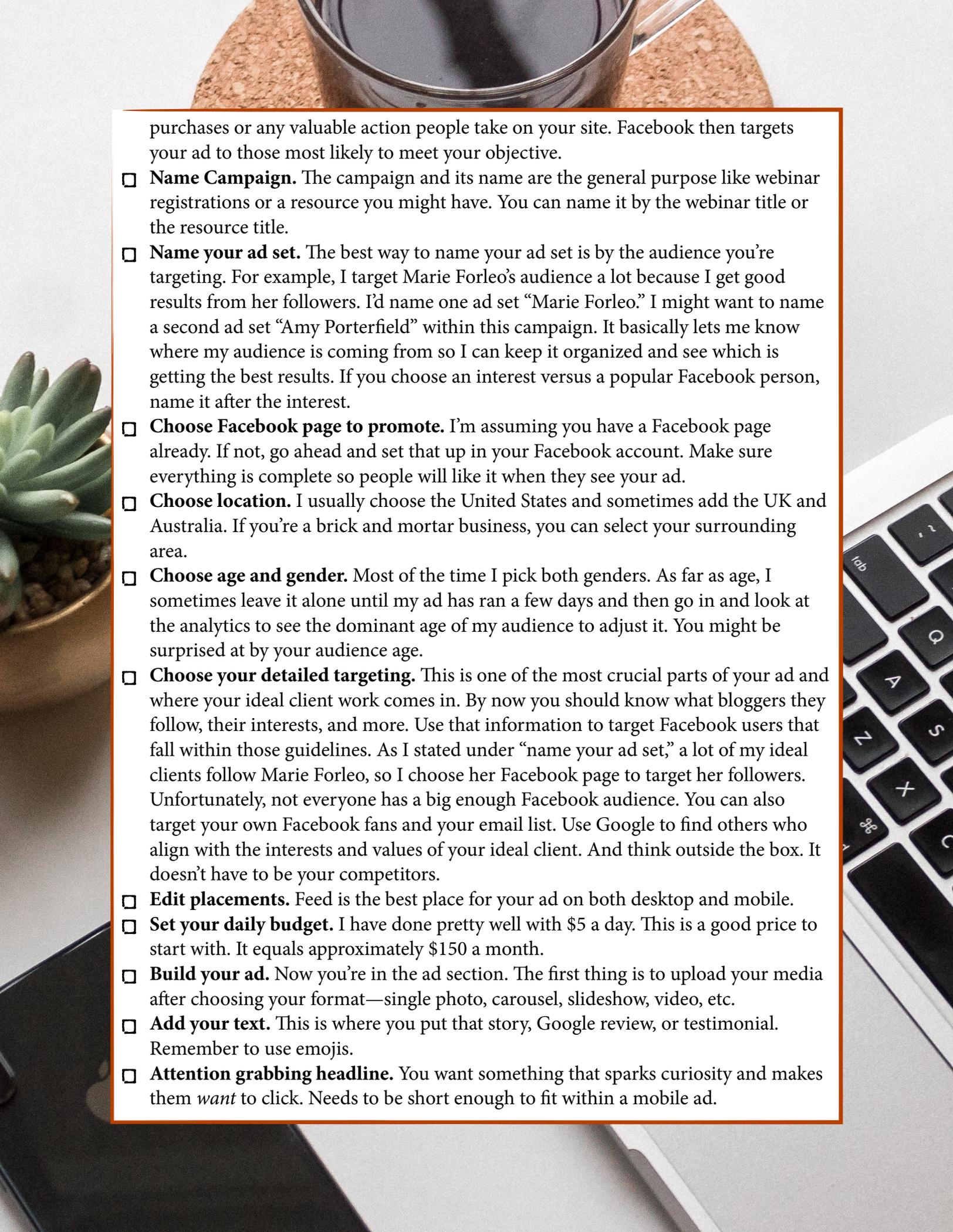
This is not an exhaustive Facebook ad resource but will give you a good start with a few essentials and general steps.

## PRE-AD:

- ❑ **Use your face as much as possible.** People like you more when they see your face. I recommend more personal, freelance photos versus stock, professional photos, because, ironically, social media has made people feel more isolated and starving to know more personal information about you. A photo, video or Boomerang is fine. I have found pictures and Boomerangs perform best. If you use video, use subtitles! Can't emphasize that enough. If you do a slideshow of your products, get your face, your team and/or your customers' faces somewhere.
- ❑ **Use [canva.com](https://www.canva.com) to create pretty graphics.** I love Canva. The templates are pre-measured. Get ideas from some of your favorite influencers on Instagram and Facebook on how to design your ad.
- ❑ **Use a story, Google review, or testimonial.** Stories are the best form of advertisement. Keep it short and sweet. A Google review is the next best option. Testimonials are great but can be a tad too long. These need to be in the very first paragraph with maybe a leading question or hook with the question mark or exclamation mark emoji to make it stand out. Add the benefits of your resource starting the next paragraph.
- ❑ **Use emojis.** People love emojis. It also breaks apart the text and creates interest.
- ❑ **Know your ideal customer.** You **HAVE TO KNOW WHO YOUR IDEAL CUSTOMER IS**. I can't stress that enough. It's impossible to really target the right audience without knowing who you're targeting (for my students make sure you go through Bonus 2 before doing your ad).
- ❑ **Setup your pixel.** The Facebook pixel is code that you copy and paste into the header of your websites homepage that will track and build your audience for future ad targeting. There's not enough room to give you the how for each website host, but a quick search in help with give you the instructions. Once you set it up, install the Facebook Pixel Helper into Google Chrome and go to your site. If it's working, you'll see it's little icon blue and when you click it, it'll tell you it found one pixel on your site. Go to Facebook and search for Facebook Pixel Helper to download and install.

## AD STEPS (in Facebook Ad Manager):

- ❑ Go into your Facebook Ad Manager and click **create ad**.
- ❑ **Select marketing objective.** The most common are Lead Generation or Conversion. Lead Generation is for collecting emails for your free resource. Conversion is for



purchases or any valuable action people take on your site. Facebook then targets your ad to those most likely to meet your objective.

- ❑ **Name Campaign.** The campaign and its name are the general purpose like webinar registrations or a resource you might have. You can name it by the webinar title or the resource title.
- ❑ **Name your ad set.** The best way to name your ad set is by the audience you're targeting. For example, I target Marie Forleo's audience a lot because I get good results from her followers. I'd name one ad set "Marie Forleo." I might want to name a second ad set "Amy Porterfield" within this campaign. It basically lets me know where my audience is coming from so I can keep it organized and see which is getting the best results. If you choose an interest versus a popular Facebook person, name it after the interest.
- ❑ **Choose Facebook page to promote.** I'm assuming you have a Facebook page already. If not, go ahead and set that up in your Facebook account. Make sure everything is complete so people will like it when they see your ad.
- ❑ **Choose location.** I usually choose the United States and sometimes add the UK and Australia. If you're a brick and mortar business, you can select your surrounding area.
- ❑ **Choose age and gender.** Most of the time I pick both genders. As far as age, I sometimes leave it alone until my ad has ran a few days and then go in and look at the analytics to see the dominant age of my audience to adjust it. You might be surprised at by your audience age.
- ❑ **Choose your detailed targeting.** This is one of the most crucial parts of your ad and where your ideal client work comes in. By now you should know what bloggers they follow, their interests, and more. Use that information to target Facebook users that fall within those guidelines. As I stated under "name your ad set," a lot of my ideal clients follow Marie Forleo, so I choose her Facebook page to target her followers. Unfortunately, not everyone has a big enough Facebook audience. You can also target your own Facebook fans and your email list. Use Google to find others who align with the interests and values of your ideal client. And think outside the box. It doesn't have to be your competitors.
- ❑ **Edit placements.** Feed is the best place for your ad on both desktop and mobile.
- ❑ **Set your daily budget.** I have done pretty well with \$5 a day. This is a good price to start with. It equals approximately \$150 a month.
- ❑ **Build your ad.** Now you're in the ad section. The first thing is to upload your media after choosing your format—single photo, carousel, slideshow, video, etc.
- ❑ **Add your text.** This is where you put that story, Google review, or testimonial. Remember to use emojis.
- ❑ **Attention grabbing headline.** You want something that sparks curiosity and makes them *want* to click. Needs to be short enough to fit within a mobile ad.

- ❑ **Brief description.** This is a very short description that goes under the headline. It's a great place to grab a section of the story or review or ask a curiosity-provoking question.
- ❑ **CTA.** The Call to Action has several options like "Download," "Sign Up," "Learn More," etc.
- ❑ **Website address.** You can put your website address here instead of the longer one that gets them to your webinar or free resource, which is important because there's limited space in the ad and you don't want your address cut off.

### **POST-AD WORK:**

- ❑ **Preview.** Before you click publish, preview how it will look on both a desktop computer and mobile phone. Make the necessary changes.
- ❑ **Publish.** Once you click publish, it goes to Facebook for approval. Hopefully, you won't run into any problems because this can be frustrating. I've found if I do have an error, I have to start all over at times because Facebook will never recognize my changes to fix the issue.
- ❑ **Monitor.** Once you are approved and it's running, check on it daily. It can take several days to a week to start gaining traction. The goal is to get your cost per click to 25 cents or less. If you're not getting the results you want, start by tweaking your detailed targeting. If that doesn't change anything, change the graphic, video, etc. and then the text. Make sure the text is client focused not product or focused on you. **Everything needs to be for the client and with her in your mind.**

## Schedule Play

When did play become unnecessary, childish, trivial or a waste of time? Do you remember being a kid and so focused on your play that time flew by and distractions disappeared? Well, those same things happen when we, adults, play and more.

Stuart Brown, founder of National Institute for Play, has studied what he calls “play histories” of thousands of individuals and learned some very interesting and beneficial facts.

1. Significantly improves your personal health, your relationships, your ability to learn new things, and even the ability to innovate
2. Leads to brain plasticity, adaptability, and creativity (he says that nothing fires up the brain like play)
3. Is an antidote to stress
4. Helps your mind see possibilities you wouldn't have
5. Helps the brains executive functions like planning, prioritizing, scheduling, deciding, analyzing, etc.
6. Stimulates both the logical, reasoning part of the brain and the carefree exploring part of the brain

Play can be simple or elaborate. Greg mentions one lady in his book that slams her hand down on the big red “Easy Button from Staples every time someone left her office. The button would chime, “That was easy!” Decorating your desk with desk toys or even childhood toys you liked can be a form of play.

More elaborate play can be hopping in the car with your better half and exploring your city, county, or state. My husband and I love quarterly trips in our state just to explore. By the way, doing something novel keeps the brain young and is a secret to staying attractive to your spouse, especially if you do it together.

Ask yourself:

1. What did you do as a child that excited you?
2. How can you re-create that today?

Obviously, you'll need to be creative. But if you like exploring as a kid, do that today. Playing doctor. Read and research body and health-related topics that interest you.

“PLAY IS THE ONLY WAY THE HIGHEST INTELLIGENCE OF HUMANKIND CAN UNFOLD.”  
—JOSEPH CHILTON PEARCE

C PERSONALITIES CAN BE SO SERIOUS AND EVEN SERIOUS IN THEIR PLAY. LIGHTEN UP A BIT AND SMILE! DO SOMETHING STUPID. YES, YOU'LL FEEL STUPID BUT THAT'S OK.