

Travel Writing See The World Sell The Story Paperback

Sell with a Story: How to Capture Attention, Build Trust, and Close the Sale
Sell with a Story Simple Story Selling The Ultimate Selling Story
Facts Tell Stories Sell: Marketing Stories Journal
Real Estate Record and Builders' Guide
Story World and Photodramatist
The Writer Selling Your Story in 60 Seconds
The Legal Gazette The Publishers' Trade List Annual
Publishers' Weekly
The Pacific Reporter The Editor
Shoe and Leather Reporter The Publishers Weekly
Writer's Monthly
Collier's Reports of Cases Determined by the Supreme Court of the State of Missouri
Story Selling Paul Smith Rob Drummond Roy Furr Anthony Hill William Henry Hills Michael Hauge Missouri Supreme Court Dwayne Aldi

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you already have the most effective tool for maximizing sales in your arsenal your stories learn how to cash in using the under utilized art of storytelling

storytelling is a great way to build profitable long lasting relationships with your customers the trouble is telling stories in your marketing can feel intimidating the trouble is telling stories in your marketing can feel intimidating in the end you skip the story altogether you focus instead on features benefits and prices just like everyone else in your market you write safe marketing that fails to stand out or express opinion the problem is potential customers can never get to know the real you and can never understand your uniqueness simple story selling reveals a proven seven step process anyone can use to eliminate writer s block and tell stories that sell your competitors can copy your offers and copy your pricing but they can never copy the relationship you have with your best customers discover the secrets of simple story selling and build a moat around your business

before i learned to sell with story i struggled at both sales and marketing despite my grandest dreams i just couldn t get consistent results for myself or clients i tried nearly every selling trick in the book with little improvement discovering these principles behind effective story selling changed everything now my selling messages make me and my clients a small fortune and i ve packaged my most powerful selling story formula here in this book roy furr cut through the marketing clutter today s prospect is over marketed and over promised with their anti selling filters turned up to 11 your first job in any selling situation in person or through media is to cut through that clutter and get attention story is the secret forge a powerful bond with your market not only does story cut through the clutter it forms a deep and lasting bond with your market it s not about mere exchanges of cash it s about forming a deep and lasting human connection a connection that both stimulates and transcends business story selling is the quickest way to get your market to know like and trust you a prerequisite for doing business with you and set up the sale in the clearest most direct way possible ultimately our goal is sales and profits that s why we re in business and so the right selling story must not only entertain and connect it must

move the prospect toward the sale using the hero s journey of story selling the hero s journey is the universal story formula hidden underneath nearly every great work of fiction the hero s journey of story selling is roy furr s affectionate title for slightly different story formula the ultimate selling story this is the single most effective story template for selling nearly any product in any media to any market

facts tell stories sell storytelling is a powerful way to connect with your customers emotionally to sell your products and services stories help people to make changes in their lives people don t usually remember facts but they usually remember a story especially one that they can identify with facts tell stories sell journal will help you to recall experiences edit your stories store your collection of marketing stories in one place test and record what stories are most effective need to increase sales in your business purchase your copy today

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