



# 4 Stories To Use On Your Website

*By Cathy Goodwin, Ph.D.*

<http://CathyGoodwin.com>

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# Introduction

Congratulations on deciding to make sure your website is working hard to find a steady flow of clients and subscribers for you. You'll find the four stories presented here will introduce you to the power of storytelling for a practical marketing goal.

All too often we see stories in the context of fiction. Even advice targeted to business owners often focuses on the *art* of storytelling rather than the *purpose* and *outcome*. The stories Pixar uses to develop award-winning movies may - or may not - be relevant to the stories you tell on your website.

**This report introduces four stories that are WORKING on actual websites.**

Storytelling is the Swiss army knife for copywriters and marketers: every element of marketing will be more effective - and easier - when you add a story....

**BUT you can't add just any story.** Your story serves your strategy, not the other way around. So try out a story. If it works ... rinse and repeat! Practice telling the story in casual conversations at networking event.

If it doesn't seem to be working for you, no worries. Stories are like subway trains. Miss one and another will be along shortly. Here are four to get started.

Disclaimer: As you undoubtedly know, I'm not making any promises or guarantees of success. Too many variables can impact your own business and each person will be different. If something clicks for you, and you make it work, be sure to tell me!

<http://CathyGoodwin.com/contact>

*Cathy Goodwin*

## **(1) Brand Identity Story: “Who are you, really?”**

When service-based businesses turn to branding consultants, they’re usually talking about colors, logos, phrases and images.

But some of the best brands out there are don't even bother with logos. They’re based on story.

### **For instance:**

One business coach shares the story of how she developed her own business. She wanted to spend time with her children so she spent 15-20 hours a week on her business. She became known as “the coach to call if you want to have a business and also a life.”

Her home page headline could read: “Build a business with a full-time income by working part-time hours.”

Another business owner shares a series of stories about helping people who were broke, with no computer skills or entrepreneurial experience. She’s “the coach to call if you’re starting from nothing – no skills, list or experience -- and want to move quickly to a significant income.”

Both of these stories are told matter-of-factly. They’re told with a style that highlights the storyteller’s personality.

Even more, these stories capture the essential qualities of a good brand. They’re memorable: once you’ve heard each story, it’s hard to forget. And they’re unique: nobody else could tell these stories convincingly.

**YOUR ASSIGNMENT:** What is your brand identity story? When your brand name comes up, what does your audience say:

[your name] is the person to call when you [complete the sentence]. For example, [story goes here]. Now based on this story, write three...or thirty ... possible headlines.

## **(2) Social Proof Story: "I want what they're having!"**

When you're eating in a restaurant, do you ever notice a nearby diner who's eating something that looks so delicious you want to order it for yourself?

You ask the server, "What's that menu item? I want it too!"

That's the response you want when you tell a story about how your current and past clients achieved success. What did they say when they first called? How did you help them achieve their goals? Where are they now?

You probably know your website needs testimonials, but you also can put together your own page of "success stories." You can also use them on your "work with me" pages to show how you serve clients.

These stories will be particularly important when you serve clients who can't allow you to use signed testimonials with identifying features. For example, a career website consultation page might include a story like this:

"Corinne got a tempting job offer in another state, which meant her partner's job would be lost. During our consultation, Corinne realized she had other options; for instance, she'd be more marketable in two years and would be able to move to a place that would accommodate her partner's career

These stories will become your secret weapon (or secret sauce, if you'd prefer a more domestic analogy) when you reach out to new clients. They build trust.

After all, when you see a server delivering a mouth-watering dish, you know exactly what the kitchen can produce; you figure, "If they did it once, they can do it again. And apparently I share the same taste as the person at the next table."

**YOUR ASSIGNMENT:** What's an example of a delicious result for one of your clients... something that makes others want to say, "I want what she's having"? If you've been in business even a short time, you undoubtedly have some success stories - some happy clients who credited you with turning around their lives, careers or businesses. Identify 3 stories and show what each demonstrates about the way you work.

### (3) Your client's backstory: "What is she telling herself?"

The best way to create content for your website (or anything else) is to address the story your clients are telling themselves. That's how you uncover hidden objections that clients won't share immediately ... and sometimes won't admit to themselves.

Suppose you're a dog trainer. You get a call from Mark. He wants you to stop the dog from chewing him out of house and home ... literally.

His backstory might be, "We've been through three outrageously expensive training programs. And our dog still makes Marley look like a model of canine obedience. We don't want to give him back to the shelter, but he's destroying our home and our bank account."

Mark's hidden objection is, "If all those people couldn't do it, how could you?"

Now let's say you're a business coach. Sheila's interested in your program but she tells herself, "I can't be successful in business because I didn't go to college."

That's her story: Only college graduates succeed in business. So she won't buy your product because she believes, "It won't make a difference. I can't be successful without a degree."

If indeed your program helps mostly college graduates, you'd need to present the facts honestly. But if you've had many clients who were college dropouts, and you know this belief is holding back your prospect, you can address the belief directly.

**YOUR ASSIGNMENT:** Choose one of your favorite clients and write their backstory, in first person, as they'd tell it to you. Then choose another story that illustrates a block or objection that keeps the client from saying "yes."

One of mine would come from a website client who said, "I've been trying to get this in shape for months. I've paid for designers and consultants and nothing goes anywhere. Now I've got an event coming up and I really, *really* need to get this website done."

#### (4) Your “Why I’m passionate” story

Often this story gets presented as an origin story: “How and Why I Started This Business.” But it’s really about why you run your business the way you do. It helps your audience answer the question, “Why should I hire you?”

Even more directly, your story answers the unspoken question, “Why will you be passionate about helping me? Why do you care?”

For example, one of my own clients was a lawyer who helps landlords collect rent from deadbeat tenants. Her origin story was, “When I was a child, we didn’t have a lot of money. My parents relied heavily on rental income from our properties. When the tenants didn’t pay, we couldn’t pay our own bills.”

That story accomplishes two purposes.

First, the lawyer shows she’s compassionate, despite the stereotype of her job. She’s seen how innocent people get hurt when tenants don’t pay on time.

And second, she’ll fight hard for her landlord clients. She understands where they’re coming from.

Not everyone will have an origin story that will be useful in attracting new business. For instance, my passion stories focus on the clients who threw money at their website problems and got nothing in return. I met a dog walker who paid \$3000 for a website that had bells and whistles she didn’t need ... and that didn’t even include the copy. I’m furious that some selfish company cold-called her and took advantage of her innocence; she really wanted to build a business, and she honestly believed a website would work magic for her.

Many of my clients start out believing, “I don’t have a passion story.” And after we talk awhile, they realize they do.

**YOUR ASSIGNMENT:** What’s a story that demonstrates your passion for serving your clients – going the extra mile? Can you envision putting that story on your About Page?

# About The Author



I'm a copywriter and marketing strategist, specializing in service-oriented businesses. I work with my clients to enhance the profitability of their website, sales letter and other components of their marketing campaigns. I'll show you where you're letting potential clients slip through the cracks ... the exact steps you need to take to overcome resistance... the story you need to share to build trust and communicate your value authentically and professionally.

Once we've identified the gaps and opportunities in your marketing, I'll help you implement your new program so you lose no time connecting with your best clients and building your brand.

We start with a 90-minute No-Risk consultation. Clients usually (a) express surprise we got so much done, (b) wish they'd found me earlier and (c) end the call with, "you know, that was kind of fun." Sign up at <http://mycopy.info/storyconsult>

There's no obligation to sign up for more and no sales pitch. But if you decide you'd like me to support you throughout the process, we deduct your consultation fee.

I live in Center City Philly with 2 temperamental cats. If you'd like to come visit me, so we work together to build your website or sales letter in an afternoon or day ... I'd love to host you! We'll meet in my coworking space (the coolest coworking space in town) in the historic district.

Send me a message: <http://CathyGoodwin.com/contact>



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<http://mycopy.info/laserconsult>

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Click here: <http://mycopy.info/90days>

**Copy intensive** (polish up a piece of copy fast):

<https://cathygoodwin.lpages.co/copy-coaching-2/>

**Learn how to uncover your client's deepest motivation to buy** - find their backstory:

<http://cathygoodwin.com/clientadvtc>

**As you continue to add stories to your portfolio**, you'll notice more stories that can help your website and your sales letter. For instance, I use backstories for my sales letter on Becoming A Copywriter.

<http://mycopy.info/beacw>

**If you liked this ebook, you'll love my storytelling course** - Brand Your Business One Story At A Time.

Click on the link below to claim your 50% discount (for a limited time only). If the link doesn't click, just copy and paste into your browser.

<http://mycopy.info/storybrand47>

**And don't miss this Amazon ebook**, which goes into much more depth on the topics here: Grow Your Business One Story At A Time. <http://mycopy.info/kbstory>