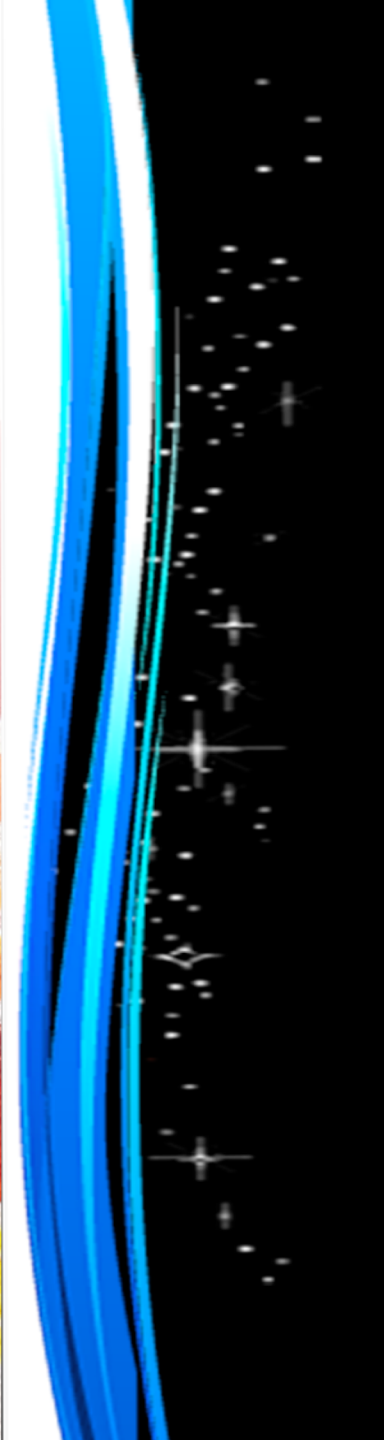


RED HOT presents...
COPY

Storytelling

By Lottie Morgan

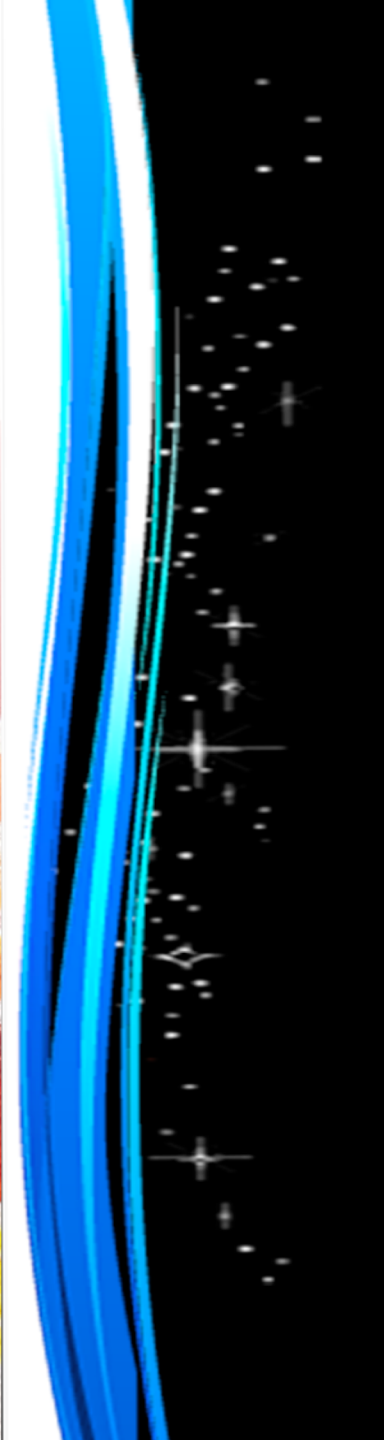




Power of Storytelling

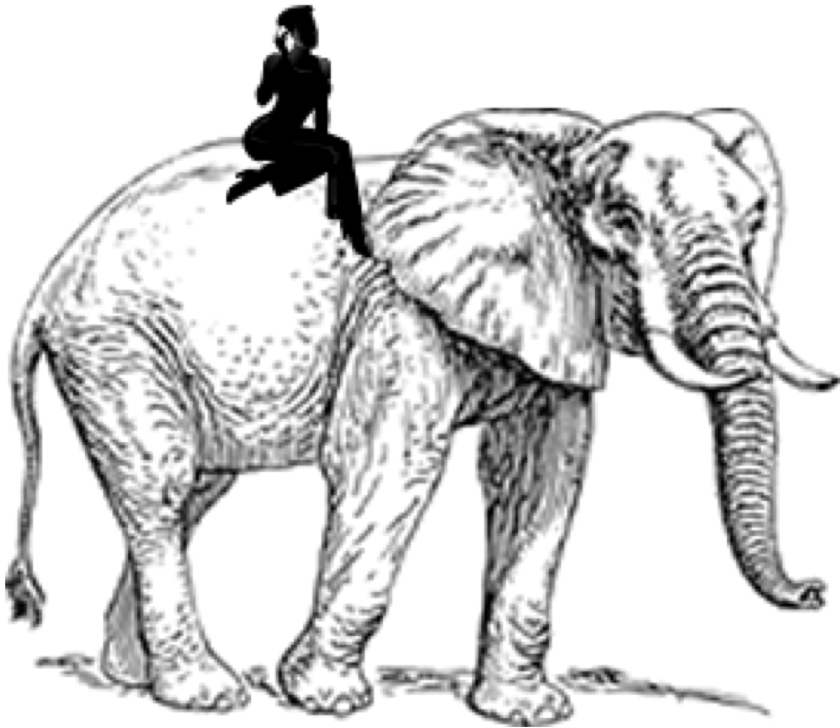
Power of Storytelling

- Stories boost credibility
- Stories spark emotional connection
- Stories can explore the pain of a problem
- Stories make the prospect trust you
- Stories bust through sales resistance



The Elephant & The Rider

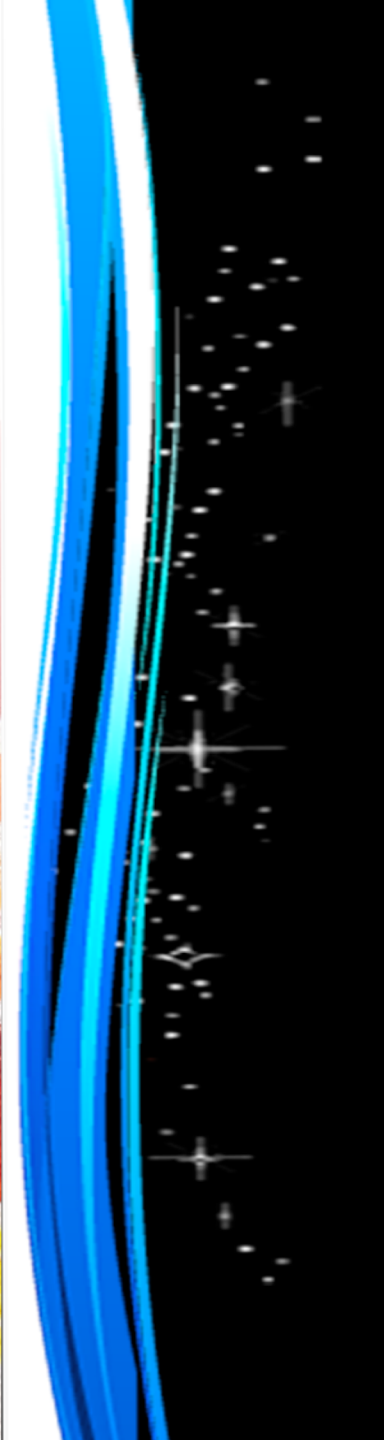
The Elephant & The Rider



The rider represents the conscious, logical brain.

The elephant represents the emotional, visceral brain.

The truth is the **ELEPHANT** is ultimately in charge...and so are your emotions.



The Hero's Journey

The Hero's Journey

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graph TD; OW[Ordinary World] --> CA[Call to Adventure]; CA --> RC[Refusal of the Call]; RC --> MM[Meeting the Mentor]; MM --> CT[Crossing the Threshold]; CT --> TAE[Tests, Allies, & Enemies]; TAE --> IC[Innermost Cave]; IC --> O[Ordeal]; O --> R[Reward]; R --> RB[Road Back]; RB --> RES[Resurrection]; RES --> RE[Return with Elixir]; RE --> OW;
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Ordinary
World

Call to
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Refusal of
the Call

Meeting the
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Tests, Allies,
& Enemies

Innermost
Cave

Ordeal

Reward

Road Back

Resurrection

Return with
Elixir

From Hero's Journey to Marketer's Journey

- Separation
- Initiation
- Return

Separation



Initiation



Return



Template for Your Marketer's Journey

- **Separation** - *How did your life used to be before your “calling”?*
- **Initiation** - *What specific incident happened to create your current business?*
- **Return** - *What has changed positively in your life as a result?*

Shining Example – Tracy Lee Jones

www.TracyLeeJones.com



Tracy's Marketer's Journey - Separation

I always dreamed about being a powerhouse executive female. After graduation I was accepted in AT&T's Fast Track Leadership Program, and I felt like it was my golden ticket to achieving my dream!

I LOVED my job. The people were amazing! And then I experienced my first re-org. Instantly my fabulous job turned into a nightmare.

My new boss and new team drove me into the ground. I worked 60-70 hours a week and had a 3-hour daily commute. I was crying-in-the-stairwell-miserable. And I was scared to leave.

Tracy's Marketer's Journey - Initiation

It was in this dark, depressing state, that I re-read the book “Rich Dad, Poor Dad” by Robert Kiosaki and realized the way to pull myself out of the funk was to explore my long lost passions. I was inspired to start my first side business doing something I loved.

I started giving botanical facials in the women's bathroom during my lunch breaks and afterwork. I stayed in corporate for over a decade, made my way up the ladder and always had a business or two running on the side to keep me inspired, vibrant, and motivated.

People started crawling out of the woodwork asking me to help them do the same, and during this process, I had an epiphany! The thing I enjoyed MOST about my practice was actually the start up and strategic marketing process.

Tracy's Marketer's Journey - Return

I have since made a commitment to dedicate my professional life to helping other women become blossoming business owners through my training programs, coaching, and VIP private consulting days.

I've created the Business Starter System, a 4 part series of important business building foundations every woman needs to start a business she loves.

Shining Example – Lorrie Morgan

www.RedHotCopy.com



Lorrie's Marketer's Journey - Separation

I'll never forget the day I decided to quit my stable \$50,000 a year job. On this particular day, the older assistant who really ran the company, had the radio on in her office. The news was blasting the unfolding details about the Columbine tragedy. It was unthinkable. We were following the story unfold of two social outcasts plotting out an evil plan to kill their fellow students and teachers. I was especially upset because I had two young sons in elementary school while I was stuck behind a desk, unable to leave.

See when my sons were first born in 1990 and 1992, I was a stay-at-home mom. We spent everyday reading, going to parks, visiting museums - just hanging out together. It was terrific. But with my divorce in the mid 1990s, I was forced to go to work each day, leaving them in the YMCA after school care program. I had been warned by two of my oldest son's preschool teachers that he was a child who REALLY needed his mother or he could self-destruct...like those kids at Columbine.

The day Columbine happened was the day I realized I couldn't continue being away from my kids anymore. I had to find an escape. It took some research and a leap of faith before I pulled together enough courage to quit to become a full-time writer.

Lorrie's Marketer's Journey - Initiation

Success wasn't a straight path. I was learning how to create and run a business "on the job." I quickly ran up \$46,000 in debt and was incredibly tense. My new husband and I argued A LOT.

However, once I discovered copywriting, things changed dramatically. I found I have a passion for writing and marketing that I'd never known. In my quest to be one of the best, I went to live events, bought courses, and hired mentors. Red Hot Copy was born.

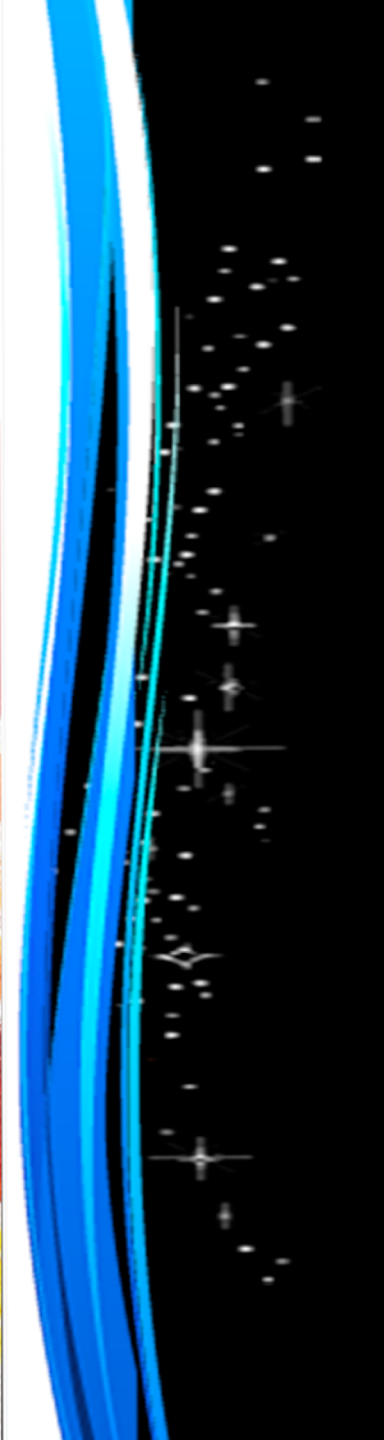
Lorrie's Marketer's Journey - Return

Word of my knack for the genre spread. I began doing work for visionaries like Mark Victor Hansen, Ali Brown, Marcia Wieder, Arielle Ford, Les Brown, and more. And I started teaching others how to harness the power of copy.

Today I'm considered by many to be a pioneer in the world of copywriting, especially with women and conscious entrepreneurs. I've been able to help thousands of business owners around the globe master the techniques of writing copy . . . boosting their personal freedoms as well!

Template for Your Marketer's Journey

- **Separation** - *How did your life used to be before your “calling”?*
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Storytelling Heuristics

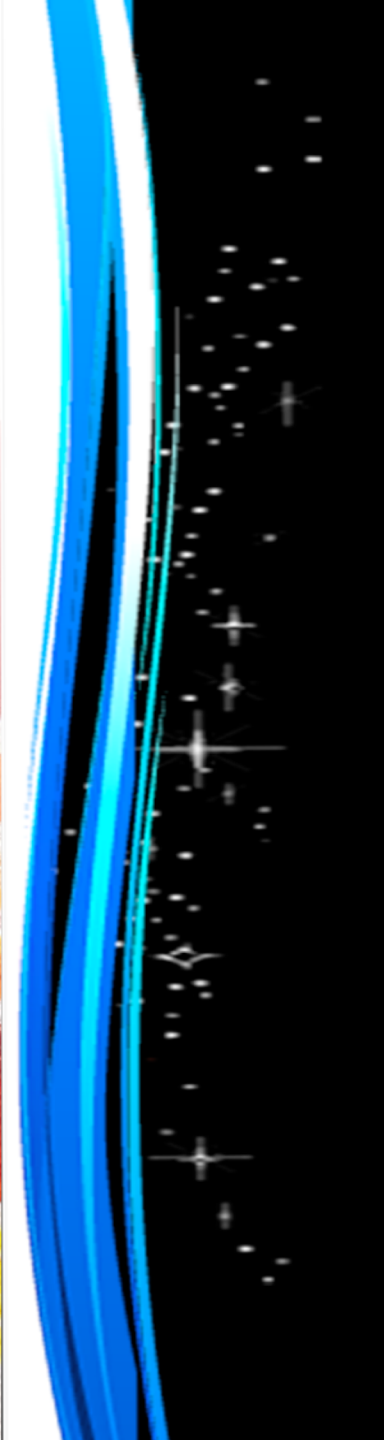
“Rules of Thumb” for Storytelling

STEP ONE: If you don't take some time to plan out your tale ahead of time, it won't fly.

STEP TWO: Know where you want your story to end first, before you start writing it. What is the moral, resolution, or lesson?

STEP THREE: What is the event the story is about?

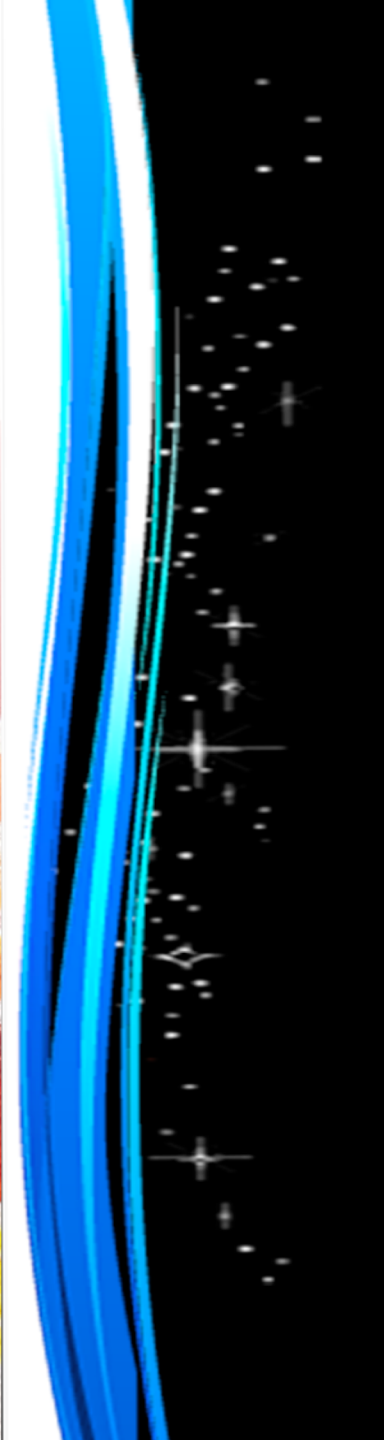
STEP FOUR: What's the friction or conflict that causes the resolution?



Movie Trailer It

How to “Movie Trailer”

1. **Decide on the transformational lesson** you want to deliver before you start writing your trailer.
2. **Choose the opening and closing scenes.** These are the two most important pieces. The opening should grab their attention. The closing is the last thing they’ll remember.
3. **Select an over-arching theme.** Will it be inspirational? Funny? Touching? Embarrassing?
4. **Include as much sensory language as possible:** touch, taste, smell, sight, sounds.
5. **Don’t be afraid to include dialogue.** It’s another device to take the reader deeper in the story with you.
6. **Keep the setting in mind when you’re creating your story.** In a movie trailer, each frame has a scene heading using a “slug line” that tells you the location and time of day. (Example, INT. for interior, EXT. for exterior, MORNING, DAY, NIGHT).



Captivating Headlines & Subject Lines

Trashy Sources that Work

1. National Enquirer
2. Buzzfeed
3. Upworthy
4. ViralNova
5. Yahoo (*celebrity & life sections*)
6. AOL (*celebrity & lifestyle sections*)
7. Daily Mail

Focusing Rituals

Use a Timer

- Get your timer
- Set it for 15 minutes
- Get rid of ALL DISTRACTIONS
- WRITE LIKE A MANIAC
- When the timer goes off, STOP, no matter where you're at



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