

SUPERFAN PROGRAMME

The Systematic Story Templates

OK so you've done some brainstorming.

You know what SPECIFIC emotion, value, behaviour or habit, characteristic, social proof or inspiration angle you are going to focus on in your email, Facebook post, Instagram post or Youtube video.

Now what?

Now we need to turn that emotion, value, behaviour or habit, characteristic, social proof or inspiration angle into an impactful story.

We can do that by following the **10 Step Character Arc Story Structure** as follows:

1. Start With Curiosity
2. Set The Scene
3. Share The Situation
4. Communicate Negative Emotion
5. Create The Conflict
6. Positive Action
7. What Happened
8. Lesson Link
9. Wisdom
10. Close

This structure is when you tell a story of how you, or someone else, **OVERCAME** the negative.

Examples:

You went from resentful to peaceful (Negative emotion)

You went from insecure to confident (Negative emotion)

Someone else went from bored to excited (Negative emotion)

Someone else went from tired to energised (Negative emotion)

You went from restricted to free (Negative value)

You went from inflexible to flexible (Negative value)

Someone else went from lonely to loved (Negative value)

Someone else went from weak to strong (Negative value)

You went from jealous to secure (Negative characteristic)
You went from negative to positive (Negative characteristic)
Someone else went from bossy to loving (Negative characteristic)
Someone else went from greedy to generous (Negative characteristic)

You went from procrastinating to action (Negative behaviour)
You went from shouting at the kids to being an amazing Dad (Negative behaviour)
Someone went from binge watching TV to reading every day (Negative behaviour)
Someone went from drinking fizzy drinks to drinking water (Negative behaviour)

You went from struggling to get FB ad clicks to tons of clicks (Social proof)
You went from struggling to get email subscribers to 100 a day (Social proof)
Someone else went from insecure to public speaker (Social proof)
Someone else went from struggling with acne to clear skin (Social proof)

J.K Rowling went from being rejected to billionaire (Inspiration)
Sylvester Stallone went from struggling actor to global star (Inspiration)
Article in the newspaper talked about a single Mum who shed 30lbs (Inspiration)
Post you saw on Facebook spoke about a man who runs a marathon a week (Inspiration)

See how there is a “character arc” in all the above? Where someone goes from X to Y? That’s a story of how you, or someone else, **OVERCAME** the negative.

What do you do if it’s something your audience is struggling with but you can’t find anything relevant in terms of overcoming the negative? In that case you follow the **8 Step Conflict Structure...**

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Here you tell a story that communicates the negative emotion, characteristic, value or whatever it is you are writing about - and then lesson link it to the market they're in. An example of that is as follows...

I couldn't believe it...(Start With Curiosity)

I was sat in the doctors office and he'd just told me I needed to stop playing football. Permanently. (Set The Scene)

I was 14 years old and a sudden growth spurt had led to me developing Osgood Schlatters disease in my knees. (Share The Situation)

Long story short it meant they were weak and I was risking permanent damage if I kept playing.

To say I was devastated would be an understatement. (Communicate Negative Emotion)

Football wasn't just a sport to me.

It was life.

And now I was being told if I kept playing I could do myself some serious long term damage.

I had a decision to make...

And it wasn't an easy one. (Create The Conflict)

The reason I mention this is because making hard decisions is part and parcel of being an entrepreneur (Lesson Link).

Like me with my knees - sometimes you're gonna have to make decisions that aren't easy.

My advice is the same advice my GP gave me...

“Think long term”.

Rather than take the short term easy route - think of the costs and benefits long term depending on which decision you make. (Wisdom).

That usually helps give you some clarity.

I hope you found this useful.

Speak to you next Wednesday

Jon

P.S I did give up playing...eventually!

Ok - see how that doesn't include the positive action and what happened section? That's how you write stories where things AREN'T overcome. You just link whatever the story is about to where the prospect currently is and give them a little wisdom on it.

So as a rough guide...

If there IS some kind of transformation from X to Y use the **10 Step Character Arc Templates** below.

If there ISN'T some kind of transformation from X to Y, and you or the person you're writing about just stays at X, use the **8 Step Conflict Structure Templates** below.

Make sense? Sweet.

Before you write your story have the “2BOX Technique” in mind. What's the **CONCLUSION** you are going to lead them to? It wants to be one of the 6 core conclusions below...

1. I don't need to feel _____ (Negative Emotion)
I can feel _____ (Positive Emotion)

2. I don't need to experience_____ (Value Violation)
I can experience_____ (Value Fulfilled)

3. I shouldn't be doing_____ (Negative Behaviour)
I should be doing_____ (Positive Behaviour)

4. I don't need to be_____ (Negative Characteristic)
I can be_____ (Positive Characteristic)

5. I'm currently not getting_____ (Negative Results - Social Proof)
Others are getting_____ (Positive Results - Social Proof)

6. I don't think I can_____ (Negative Beliefs - Inspiration)
I can_____ (Positive Beliefs - Inspiration)

You want to know where you are going to lead people BEFORE creating the story. And you want to have in mind that you are going to create a negative box (them staying where they are being bad) and a positive box (them moving towards where they want to get to being good). You do that by following the story structures.

Now onto the templates...

Use them as IDEA GENERATORS rather than trying to fit them around your own story. Story based templates are situational, and because I don't know the situation of your story, it's pretty impossible for me to put together total copy and paste templates.

Instead use them as idea generators. Look at what is being done in each section and then do the same with your own story.

Also...

PRACTICE!

Pick a story from your past and just write a story out about it using this structure. Look at when you've felt the emotion, or when you've felt a value was violated, or when you experienced a negative characteristic etc and just write a story about that situation.

Or, if you really struggle, make one up! For now just get practising these structures.

And one last thing...

DON'T FKING GIVE UP!!**

It frustrates the hell out of me that adults seem to give up so easily compared to children. It's like they throw their adult toys out of their pram if they can't nail something within a few hours.

Don't be that person.

This is a skill. Like any skill it gets easier and easier, and more and more fun, the more you do it.

You'll see story ideas everywhere. The emotions, values, characteristics and so on are great starting points - but feel free to start getting creative and telling all kinds of stories. Just be sure they create further desire for what it is you have to sell.

Okey doke with that said - here's the first set of templates...

10 Step Character Arc Story Structure

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Use each section as an idea generator for your own story.

**Start With Curiosity (Raise an unanswered question - Who? What? Why?
Make it so the prospect DOESN'T know what you are talking about)**

1. "What do you mean "no"?"
2. "I couldn't believe what I was seeing..."
3. "I'd never been so cold in my life..."
4. "I want to see it!" he shouted...
5. "My heart sank and I knew I'd made a mistake..."
6. "It wasn't meant to be this way..."
7. "You mean I've failed...again?"
8. "I watched as she took her last breath..."
9. "He slammed the phone down on me..."

10. "I sat on my bed and I tried not to cry..."
11. "The email showed up in my inbox and my stomach dropped..."
12. "I was one-on-one with the goalie and there were 2 minutes left..."
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17. "The verdict is in" said the judge...
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Set The Scene - Paint A Mind Movie Of Where The Story Is Taking Place.

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2. "I was sat in my room and was only 8 years old".
3. "The bath I was laying in was warm and relaxing"
4. "The smell of the fresh coffee filled the cafe air"
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9. "I couldn't believe how many people were in the room. All waiting for me to do my best man speech"
10. "Feeling the sun on my face and hearing the waves lap against the shore - this was my happy place"
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12. "She was struggling to cope with the kids screaming in the back of the car"
13. "Obama reached out a hand and shook Trumps whilst the crowd looked on"
14. "The priest was stood on the altar and reading from the Bible"
15. "My teacher was walking round the class handing out the worksheets"
16. "I was standing in the supermarket line with a trolley full of food"
17. "Cigarette smoke from the old man sat on the bench next to me filled my nostrils"
18. "The hotel room smelt like dust and the bed sheets looked like they were twenty years old"
19. "The spaceship cockpit buzzed and whirred and flashing lights were going off all over the place"
20. "Granny's cooking filled the kitchen as I sat at the kitchen table drawing dogs with my crayons"

Share The Situation - Problem And Obstacle

1. "My little brother had just pulled the head off my favourite teddy"
2. "The client I'd been desperately trying to hire had just told me he'd gone with a competitor who charges five times more than me"
3. "The driving instructor looked at me and said he was sorry. I'd not passed".

4. "There was a guy there who kept looking at me angrily"
5. "I'd just seen a notification from Paypal saying "Payment Received".
6. "I couldn't believe it. A Facebook message said my account had been banned!"
7. "My thigh was burning after I'd twisted awkwardly. It was clear the muscle was torn".
8. "I was about do do a speech and I could feel my heart pounding in my chest. Everyone in the room was going to watch me mess this up!"
9. "I'd see the same car driving around my area over and over and it reminded me of how poor I was and how rich other people were.
10. "I was desperate to approach the girl at the bar but just the thought of it made me to run away"
11. "She looked at me and asked me why I was always so tired"
12. "The letter had big red writing on it. URGENT was written at the top of the page. It was yet another bill"
13. "The rain was making things slippy and I wasn't sure if I could carry everything without falling over"
14. "He looked and me asked me when the baby was due. I wasn't even pregnant!"
15. "My 5 year old asked me why our car wasn't as nice as his friends car"
16. "I threw the clothes on the floor and shouted at my husband telling him how I don't love him anymore"
17. "The boss called me into his office. It was obvious I was next on the redundancy hit list"
18. "My anxiety was so high I was struggling to leave the house"
19. "Every time I looked at that old picture I felt myself want to cry"

20. "The noise coming from the engine wasn't good. But I had no money to fix any problems!"

Communicate The Negative Emotion - What Was The Feeling?

1. "I was so angry this was happening again"
2. "My heart sank at the thought of what she'd just said"
3. "There's nothing quite as bad as feeling like you've let someone down"
4. "The fear was that I wouldn't be able to ever look the way I wanted"
5. "I could feel my face go red and I knew others could see it go red too"
6. "When your 4 year old asks why she doesn't see you as much as Mummy it's like a dagger through your heart".
7. "Holding that bill was another reminder of what I failure I was"
8. "Even though I snapped, I felt so guilty about it"
9. "Seeing them together twisted my insides"
10. "My hands were trembling because of the nerves"
11. "I couldn't stop myself from imagining the worst"
12. "Jenny wanted the floor to open up as everyone laughed at her"
13. "Ron didn't want to even think that this could be his final few moments alive"
14. "Watching the battle caused adrenalin to flood through Napoleons veins. He was terrified this was going to be a major loss"
15. "Nothing makes you feel as insignificant as standing on a mountain like that"
16. "He felt humiliated. How dare she do that to him!"

17. "When the vet spoke those words I wanted to just curl up in a ball and cry"
18. "The food tasted so bland. I wanted to spit it back out on my plate!"
19. "When he waved the red card and told me to leave the pitch I felt like a naughty child again"
20. "When all was said and done - she was wrong. And I knew it"

Create The Conflict - Explain Why That Negative Emotion Was Felt?

1. "I couldn't believe how much work still had to be done. I wasn't even close"
2. "Hearing the client say "No" reminded me of when I'd been rejected before in life. And it hurt".
3. "The reason I felt so guilty was because of the promise I'd made that I just couldn't keep".
4. "It's painful when you realise that you're not at the level you thought you were at"
5. "Nothing quite says "You're not good enough" like your own father telling you to grow up"
6. "I was out of my depth and she knew it"
7. "My blood boiled because this was yet more money down the drain"
8. "Looking at the chalkboard I could see my name was the only one missed off the list"
9. "The injustice of it made me want to punch him in the face"
10. "I felt so weak. I was 23 years old and yet I couldn't even speak without trembling".
11. "How on earth was I going to be able to pay for that?"
12. "I knew they'd laugh at me behind my back"

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13. "She was taking her final breaths. And I couldn't quite believe what was happening"
14. "Sometimes life just throws you an unexpected event that knocks you for six. This was one of those times!"
15. "This was the sixth time in a few months that they'd shut my ad account down and each time it lost me thousands in potential business"
16. "It reminded me of when I was a kid and was always picked last for teams in P.E."
17. "I didn't think I'd ever be able to get to the level he was at"
18. "As much as I didn't want to admit it, she was probably right"
19. "There was only a matter of hours to go and then he'd no longer be president"
20. "When you're staring death in the face it's a humbling experience!"

Communicate The Positive Action - What Did You/Who You Are Writing About Did About It? (Expand on this a little more. Write a few lines on extra to describe the action taken).

1. "And so I told him I was going to get us both out of this. And here's what I did..."
2. "I'd usually have run away from this type of situation. But in that moment something inside of me said "Don't give up"..."
3. "I knew I had a choice to make. And if I got it wrong it could cause even more trouble. Thankfully I made the right decision..."
4. "Even though it scared me - I picked up the gloves and stepped into the ring..."
5. "I took a deep breath and shook his hand. Now it was time to get to work..."
6. "I went out into the garden, picked up the ball and began to practise..."
7. "I didn't know it yet. But the actions I was about to take changed everything..."

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8. "Sometimes you look back on your life and wonder where you found the courage. This is one of those times..."
9. "It was time to make a vow to myself. Never again was I going to settle for less..."
10. "If I let him boss me around I'd stay stuck forever. It was time to step up..."
11. "That was never how I wanted to be as a Dad. It wasn't what my kids deserved. That's why I signed up to the gym!"
12. "Stallone thought about giving up. But then he thought about what that meant. And so instead he started approaching even more production companies..."
13. "It was time to stop envying others and instead get the type of body I was envying!"
14. "I contacted my ad account rep and went nuts at them. I demanded to know what the hell was going on!"
15. "So I decided to teach myself some simple but tasty recipes that were under 500 calories"
16. "I read an article about how writing out sales copy by hand helps you to become a better copywriter. So that's what I did..."
17. "There was a yoga move that I heard helped to strengthen the lower back. I started doing it for just 5 minutes a day"
18. "Jon started with just two people in a seminar...then four...then six...then twelve...he worked his way up and overcame his public speaking fear by stair stepping his way to confidence"
19. "I wrote down in my journal that I was going to approach at least 5 women every time I went to the club"
20. "Russell picked up the phone and called up the travel agents there and then. He was going to go and surprise Lisa"

Communicate The Result - What Happened? (Positive Emotion - Pick a template and then write a few lines extra about what happened and the emotional result of that)

1. "What happened next shocked everyone..."
2. "I still have to pinch myself at the result of that simple little step I took..."
3. "Here's the exciting part..."
4. "Then it happened..."
5. "I still can remember the look of joy on his face..."
6. "Nothing could have prepared me for the response..."
7. "Wham! Almost overnight things changed..."
8. "I couldn't believe my eyes when I saw it..."
9. "Believe it or not it worked..."
10. "Needless to say that simple action sorted things fast..."
11. "You'd have to say it was the right decision. Because the following week I got this email..."
12. "Now get this..."
13. "Picture this..."
14. "Imagine my surprise when the next week I checked on what I'd done and saw this..."
15. "Want to know the best part? After all that worry things fell into place..."
16. "Here's the kicker..."
17. "The silver lining to that trouble is this..."
18. "Bingo! I'd cracked it..."

19. "You'll be glad to know this is how it changed things..."

20. "The next bit was HUGE for me..."

21. "Hang onto your seat because my next client said this..."

Lesson Link To Your Market - What Does This Have To Do With The Prospects Goals, Problems, Desires And Fears?

1. "You might be wondering what this has to do with_____? Let me tell you..."

2. "That day reminds me of how you might be feeling right now..."

3. "Remembering that experience made me think about how you might view_____

4. "As strange as it might sound this is super relevant to your quest for_____"

5. "I mention this because it made me think of_____".

6. "It's experiences like that which remind how important_____ is..."

7. "I wanted to share this with you to show you that I understand how you might be feeling right now about_____"

8. "So what does all of this mean? Well it means alot when we compare that situation to_____"

9. "Let me get to the point. That challenge is similar to how many people in the_____space feel..."

10. "This isn't just a nice little story I'm sharing. It contains a super powerful lesson for you too..."

11. "That's where_____comes in too..."

12. "What's_____got to do with you wanting to_____? Lemme explain..."

13. "There's a reason I'm sharing this with you..."
14. "Now here's the thing. This might not sound like it - but it has a lot to do with _____ too..."
15. "What's the takeaway from that experience? It's this..."
16. "What if you could experience the same kind of transformation when it comes to _____?"
17. "This is a nice little reminder when it comes to _____"
18. "This brings me to another way to think about _____"
19. "Now let's switch gears for a second and I'll explain why all of this is relevant to anyone who wants to _____"
20. "That's where _____ fits in"
21. "The fact of the matter is this story is similar to how many people feel in our space..."
23. "I love this story because it shows how _____"
24. "Why am I sharing a story about me and _____? Because of this..."

Drop Some Wisdom - Provide A Lightbulb Moment

1. "If you're struggling with _____ you should _____ too!"
2. "You never need to stay stuck because _____"
3. "Why not try this for yourself. Here's how..."
4. "Ever noticed how you feel the same negative emotions when _____ happens?"
5. "Get this - you can apply the same kind of thinking in your own life. All you've got to do is _____"

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6. "Applying this strategy when it comes to_____works wonders. Give this a go..."
7. "The simple truth is you never need to_____"
8. "In order to avoid that same pain I strongly suggest you_____"
9. "It's time to stop putting up with feeling_____. Like I did you have to take positive steps towards where you want to be!"
10. "The lesson I wanted to share with you today is to_____"
11. "The trick is to_____"
12. "Like I did, figure out_____"
13. "Ask yourself the same questions I did..."
14. "The key to being successful in this area is to_____"
15. "It demonstrates perfectly that_____"
16. "When it comes to_____ you should be_____"
17. "Believe it or not you can_____ too. All you've got to do is_____"
18. "Rather than doing_____, like I did, do this instead..."
19. "What did Sheila do wrong? Here's the lesson..."
20. "I strongly advise that you_____"

Close Templates!

When it comes to the close of your email you're going to do one of three things...

1. Just end the email with a quick wrap up and sign off.
2. Open the loop to create curiosity about a future email
3. Link to an offer you are promoting.

Let's look at these templates individually...

A) Wrap Up Close!

This is simple enough. Just pop one of these into the end of your message and you're good to go.

1. That's it for today.

I hope you enjoyed it

Speak to you (Day of next email)

2. Good luck and let me know how you get on!

3. Right, I'm off to (Whatever you're doing that day).

Speak soon

4. Time for me to get to back to it...

I'll be showing up in your inbox again this (Day)

5. Cool stuff this isn't it?!

Lots more to come!

6. That's a wrap for today's email.

Speak to you (Day)

7. Enough from me for today.

Speak to you (Day).

8. I love bringing you this kind of knowledge.

More to come on (Day).

9. Watch out for me from me on (Day)

10. Thanks for reading!

Speak to you on (Day).

B) Open Loop Close!

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Here you allude to some information coming their way that they're going to be interested in - keeps them reading your messages eagerly!

1. If you liked this...

You're going to be blown away with what I'm going to be sharing with very soon in an email in the next few weeks.

Until then

2. Want to know a little known strategy for (A result they want)?

Then keep an eye on your inbox.

Got a very special tip coming your way...

Speak to you (Day).

3. There's lots more where this came from...

I've got some information I'm going to be sending you soon, at no cost, that others are charging a hundred bucks for.

Intrigued?

You should be...

Speak soon

4. Wait until you see what I've got for you this (Day)...

Until then

5. One last thing...

Would you like to know how to (Result they want)?

I'll be talking about that very soon!

Speak to you on (Day)

6. I'm currently reading up on something fascinating I want to share with you...

I'll pass it on very soon - you're gonna love it!

In the mean time...

Speak to you on (Day)

7. Before I go...

I listened to a podcast yesterday that blew my mind.

I'll tell you what it was that I learned this coming (Day).

I think it'll blow your mind too!

Until then

8. Soon I'll be sharing a virtually unknown strategy you can use to (Specific result they want).

Watch out for it - it's a game changer...

Speak to you on (Day)!

9. Comin' up soon in this here newsletter...

How to make sure you're not making a really common mistake that leads to (Something they don't want).

You're not going to want to miss it!

Until then

10. By the way, I heard something from a subscriber the other day that really shook me.

I'll talk about it very soon because I don't want you to be taken advantage of like they were...

Speak soon!

C) Offer Close

1) Find this useful? Why not check out my free webinar class here as it's the perfect compliment to what I've been talking about today.
Speak to you (Day)

2) Want one-on-one help on your quest to (What they want?) Click here to schedule in a 100% free coaching session with me and let me provide you with some personal advice to help you get on the right track

I look forward to helping you!

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3) It's taken me a long time to figure this kind of thing out. If you want to shortcut your journey, I strongly recommend checking out this web site here <— Affiliate link

Enjoy!!

4) And if you want a quick, easy way to solve this problem for good, check out my video series here.

You won't regret it!!

5) In my opinion one of the best experts to learn from in this area is (name). And if you want to check them out I suggest going through their no cost video series here <—— Affiliate link

6) Learn something today? There's so much more I can share inside of my unique, cutting edge (name of product/service). Click here to find out more.

7) I know it can be a struggle trying to figure all this stuff out alone, which is why I send these regular messages. But if you want to get there even quicker, check this out.

8) I did some research for you and, from what I found, this is worth looking into if you want even easier results than what I've talked about today. Click here <—— Affiliate link

9) If you enjoy these emails...

Why take longer to get to where you want to be than you need to. Schedule a free consultation with me here and I'll ensure you take the right next steps for your current situation.

10) Cool this stuff, isn't it?!

It hasn't got a patch on my online training. And right now I'm offering an extra special bonus for everyone who joins this week. Check it out here LINK

That's it! Put a story together using the above Character Arc story templates as idea generators and you'll create a powerful story that is engaging AND impactful!

Now let's look at the 8 Step Conflict Structure. It's pretty much the same just without the positive action and what happened sections!

8 Step Conflict Structure

1. Start With Curiosity
2. Set The Scene
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Use each section as an idea generator for your own story.

Start With Curiosity (Raise an unanswered question - Who? What? Why? Make it so the prospect DOESN'T know what you are talking about)

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3. "I'd never been so cold in my life..."
4. "I want to see it!" he shouted...
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11. "The email showed up in my inbox and my stomach dropped..."
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15. "My teacher was walking round the class handing out the worksheets"
16. "I was standing in the supermarket line with a trolley full of food"
17. "Cigarette smoke from the old man sat on the bench next to me filled my nostrils"
18. "The hotel room smelt like dust and the bed sheets looked like they were twenty years old"
19. "The spaceship cockpit buzzed and whirred and flashing lights were going off all over the place"
20. "Granny's cooking filled the kitchen as I sat at the kitchen table drawing dogs with my crayons"

Share The Situation - Problem And Obstacle (Go into a little detail on this. Write a few extra lines about the situation in this type of email)

1. "My little brother had just pulled the head off my favourite teddy"
2. "The client I'd been desperately trying to hire had just told me he'd gone with a competitor who charges five times more than me"
3. "The driving instructor looked at me and said he was sorry. I'd not passed".
4. "There was a guy there who kept looking at me angrily"

5. "I'd just seen a notification from Paypal saying "Payment Received".
6. "I couldn't believe it. A Facebook message said my account had been banned!"
7. "My thigh was burning after I'd twisted awkwardly. It was clear the muscle was torn".
8. "I was about do do a speech and I could feel my heart pounding in my chest. Everyone in the room was going to watch me mess this up!"
9. "I'd see the same car driving around my area over and over and it reminded me of how poor I was and how rich other people were.
10. "I was desperate to approach the girl at the bar but just the thought of it made me to run away"
11. "She looked at me and asked me why I was always so tired"
12. "The letter had big red writing on it. URGENT was written at the top of the page. It was yet another bill"
13. "The rain was making things slippy and I wasn't sure if I could carry everything without falling over"
14. "He looked and me asked me when the baby was due. I wasn't even pregnant!"
15. "My 5 year old asked me why our car wasn't as nice as his friends car"
16. "I threw the clothes on the floor and shouted at my husband telling him how I don't love him anymore"
17. "The boss called me into his office. It was obvious I was next on the redundancy hit list"
18. "My anxiety was so high I was struggling to leave the house"
19. "Every time I looked at that old picture I felt myself want to cry"

20. "The noise coming from the engine wasn't good. But I had no money to fix any problems!"

Communicate The Negative Emotion - What Was The Feeling?

1. "I was so angry this was happening again"
2. "My heart sank at the thought of what she'd just said"
3. "There's nothing quite as bad as feeling like you've let someone down"
4. "The fear was that I wouldn't be able to ever look the way I wanted"
5. "I could feel my face go red and I knew others could see it go red too"
6. "When your 4 year old asks why she doesn't see you as much as Mummy it's like a dagger through your heart".
7. "Holding that bill was another reminder of what I failure I was"
8. "Even though I snapped, I felt so guilty about it"
9. "Seeing them together twisted my insides"
10. "My hands were trembling because of the nerves"
11. "I couldn't stop myself from imagining the worst"
12. "Jenny wanted the floor to open up as everyone laughed at her"
13. "Ron didn't want to even think that this could be his final few moments alive"
14. "Watching the battle caused adrenalin to flood through Napoleons veins. He was terrified this was going to be a major loss"
15. "Nothing makes you feel as insignificant as standing on a mountain like that"
16. "He felt humiliated. How dare she do that to him!"

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17. "When the vet spoke those words I wanted to just curl up in a ball and cry"
18. "The food tasted so bland. I wanted to spit it back out on my plate!"
19. "When he waved the red card and told me to leave the pitch I felt like a naughty child again"
20. "When all was said and done - she was wrong. And I knew it"

Create The Conflict - Explain Why That Negative Emotion Was Felt?

1. "I couldn't believe how much work still had to be done. I wasn't even close"
2. "Hearing the client say "No" reminded me of when I'd been rejected before in life. And it hurt".
3. "The reason I felt so guilty was because of the promise I'd made that I just couldn't keep".
4. "It's painful when you realise that you're not at the level you thought you were at"
5. "Nothing quite says "You're not good enough" like your own father telling you to grow up"
6. "I was out of my depth and she knew it"
7. "My blood boiled because this was yet more money down the drain"
8. "Looking at the chalkboard I could see my name was the only one missed off the list"
9. "The injustice of it made me want to punch him in the face"
10. "I felt so weak. I was 23 years old and yet I couldn't even speak without trembling".
11. "How on earth was I going to be able to pay for that?"

12. "I knew they'd laugh at me behind my back"
13. "She was taking her final breaths. And I couldn't quite believe what was happening"
14. "Sometimes life just throws you an unexpected event that knocks you for six. This was one of those times!"
15. "This was the sixth time in a few months that they'd shut my ad account down and each time it lost me thousands in potential business"
16. "It reminded me of when I was a kid and was always picked last for teams in P.E."
17. "I didn't think I'd ever be able to get to the level he was at"
18. "As much as I didn't want to admit it, she was probably right"
19. "There was only a matter of hours to go and then he'd no longer be president"
20. "When you're staring death in the face it's a humbling experience!"

Lesson Link To Your Market - What Does This Have To Do With The Prospects Goals, Problems, Desires And Fears?

1. "You might be wondering what this has to do with_____? Let me tell you..."
2. "That day reminds me of how you might be feeling right now..."
3. "Remembering that experience made me think about how you might view_____"
4. "As strange as it might sound this is super relevant to your quest for_____"
5. "I mention this because it made me think of_____".
6. "It's experiences like that which remind how important_____ is..."

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7. "I wanted to share this with you to show you that I understand how you might be feeling right now about_____"
8. "So what does all of this mean? Well it means alot when we compare that situation to_____"
9. "Let me get to the point. That challenge is similar to how many people in the_____space feel..."
10. "This isn't just a nice little story I'm sharing. It contains a super powerful lesson for you too..."
11. "That's where_____comes in too..."
12. "What's_____got to do with you wanting to_____? Lemme explain..."
13. "There's a reason I'm sharing this with you..."
14. "Now here's the thing. This might not sound like it - but it has alot do with_____ too..."
15. "What's the takeaway from that experience? It's this..."
16. "What if you could experience the same kind of transformation when it comes to_____?"
17. "This is a nice little reminder when it comes to_____"
18. "This brings me to another way to think about_____"
19. "Now let's switch gears for a second and I'll explain why all of this is relevant to anyone who wants to_____"
20. "That's where_____fits in"
21. "The fact of the matter is this story is a similar to how many people feel in our space..."
23. "I love this story because it shows how_____"

24. "Why am I sharing a story about me and _____? Because of this..."

Drop Some Wisdom - Provide A Lightbulb Moment

1. "If you're struggling with _____ you should _____ too!"

2. "You never need to stay stuck because _____"

3. "Why not try this for yourself. Here's how..."

4. "Ever noticed how you feel the same negative emotions when _____ happens?"

5. "Get this - you can apply the same kind of thinking in your own life. All you've got to do is _____"

6. "Applying this strategy when it comes to _____ works wonders. Give this a go..."

7. "The simple truth is you never need to _____"

8. "In order to avoid that same pain I strongly suggest you _____"

9. "It's time to stop putting up with feeling _____. Like I did you have to take positive steps towards where you want to be!"

10. "The lesson I wanted to share with you today is to _____"

11. "The trick is to _____"

12. "Like I did, figure out _____"

13. "Ask yourself the same questions I did..."

14. "The key to being successful in this area is to _____"

15. "It demonstrates perfectly that _____"

16. "When it comes to _____ you should be _____"

17. "Believe it or not you can_____ too. All you've got to do is_____"
18. "Rather than doing_____, like I did, do this instead..."
19. "What did Sheila do wrong? Here's the lesson..."
20. "I strongly advise that you_____"

Close Templates!

When it comes to the close of your email you're going to do one of three things...

1. Just end the email with a quick wrap up and sign off.
2. Open the loop to create curiosity about a future email
3. Link to an offer you are promoting.

Let's look at these templates individually...

A) Wrap Up Close!

This is simple enough. Just pop one of these into the end of your message and you're good to go.

1. That's it for today.

I hope you enjoyed it

Speak to you (Day of next email)

2. Good luck and let me know how you get on!
3. Right, I'm off to (Whatever you're doing that day).

Speak soon

4. Time for me to get to back to it...

I'll be showing up in your inbox again this (Day)

5. Cool stuff this isn't it?!

Lots more to come!

6. That's a wrap for today's email.

Speak to you (Day)

7. Enough from me for today.

Speak to you (Day).

8. I love bringing you this kind of knowledge.

More to come on (Day).

9. Watch out for me from me on (Day)

10. Thanks for reading!

Speak to you on (Day).

B) Open Loop Close!

Here you allude to some information coming their way that they're going to be interested in - keeps them reading your messages eagerly!

1. If you liked this...

You're going to be blown away with what I'm going to be sharing with very soon in an email in the next few weeks.

Until then

2. Want to know a little known strategy for (A result they want)?

Then keep an eye on your inbox.

Got a very special tip coming your way...

Speak to you (Day).

3. There's lots more where this came from...

I've got some information I'm going to be sending you soon, at no cost, that others are charging a hundred bucks for.

Intrigued?

You should be...

Speak soon

4. Wait until you see what I've got for you this (Day)...

Until then

5. One last thing...

Would you like to know how to (Result they want)?

I'll be talking about that very soon!

Speak to you on (Day)

6. I'm currently reading up on something fascinating I want to share with you...

I'll pass it on very soon - you're gonna love it!

In the mean time...

Speak to you on (Day)

7. Before I go...

I listened to a podcast yesterday that blew my mind.

I'll tell you what it was that I learned this coming (Day).

I think it'll blow your mind too!

Until then

8. Soon I'll be sharing a virtually unknown strategy you can use to (Specific result they want).

Watch out for it - it's a game changer...

Speak to you on (Day)!

9. Comin' up soon in this here newsletter...

How to make sure you're not making a really common mistake that leads to (Something they don't want).

You're not going to want to miss it!

Until then

10. By the way, I heard something from a subscriber the other day that really shook me.

I'll talk about it very soon because I don't want you to be taken advantage of like they were...

Speak soon!

C) Offer Close

1) Find this useful? Why not check out my free webinar class here as it's the perfect compliment to what I've been talking about today.
Speak to you (Day)

2) Want one-on-one help on your quest to (What they want?) Click here to schedule in a 100% free coaching session with me and let me provide you with some personal advice to help you get on the right track

I look forward to helping you!

3) It's taken me a long time to figure this kind of thing out. If you want to shortcut your journey, I strongly recommend checking out this web site here <--- Affiliate link

Enjoy!!

4) And if you want a quick, easy way to solve this problem for good, check out my video series here.

You won't regret it!!

5) In my opinion one of the best experts to learn from in this area is (name). And if you want to check them out I suggest going through their no cost video series here <----- Affiliate link

6) Learn something today? There's so much more I can share inside of my unique, cutting edge (name of product/service). Click here to find out more.

7) I know it can be a struggle trying to figure all this stuff out alone, which is why I send these regular messages. But if you want to get there even quicker, check this out.

8) I did some research for you and, from what I found, this is worth looking into if you want even easier results than what I've talked about today. Click here <----- Affiliate link

9) If you enjoy these emails...

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Why take longer to get to where you want to be than you need to. Schedule a free consultation with me here and I'll ensure you take the right next steps for your current situation.

10) Cool this stuff, isn't it?!

It hasn't got a patch on my online training. And right now I'm offering an extra special bonus for everyone who joins this week. Check it out here [LINK](#)

And that's the **8 Step Conflict Structure!** With these two story structures, plus lesson linking and the training on finding story ideas, you can generate ENDLESS stories that are impactful, engaging AND lead people to conclusions that increase desire for your product or service.

Now write your first story and I'll see you in week four!