

SUPERFAN PROGRAMME

Storystorming - Brainstorming Potential Story Topics

The goal of "Pure Content" based emails, as covered in week two, is to **build your audiences confidence** via lightbulb moments. By building their confidence they will be more likely to believe they can get to where they want to be using your product or service. Without confidence - why would they buy? So we build our audiences confidence via lightbulb moments.

With story, what we talk about in week three, we can create lightbulb moments - and more! We can use story to...

To trigger **EMOTION**...
To justify with **LOGIC**...
To **ENTERTAIN**...
To **BOND**...
To deliver **WISDOM**...
To provide **DIRECTION**...
To overcome **OBJECTIONS**...
To build **BELIEFS**...
To create **INVISIBLE INFLUENCE**...

Now here's the key point...

Many people tell stories that are always focused around the same topic. For example if they are in the weight loss niche they only ever tell stories about weight loss. But not only does this get very repetitive very fast, it also isn't as impactful as you'd like because the prospect is so close to their problem (in this case being overweight) and has so many emotions, limiting beliefs, contradictory advice etc rolling around in their head that they struggle to truly take on board the lessons you provide.

Instead we want to mix things up a little...

We DO want to tell stories directly related to our prospects problem.

But we also want to tell stories indirectly related to our prospects problem and then link it back to their problem via "Lesson Linking" as taught in video two of this weeks training.

Thing is, we don't want to just tell random stories.

We want to be strategic and use what I call “**Systematic Storytelling**”.

This is where you tell stories focused around emotions, values, behaviours & habits, social proof (others getting the result they want) and hope (inspiration). I will go into detail on how to do this in the final video of this week.

Before we get to that stage though you need to know how to find story topic ideas! Here are some ways to do exactly that. The details below are covered in the third video of this week...

IMPORTANT <————

Keep adding to this list as you discover and uncover them during your journey in your market. I am always uncovering new emotions, new habits, different values and so on that I can write about in my market. Both based on my own personal journey and those of my audience or market.

NEGATIVE EMOTION STORIES

Key Brainstorming Question: What do my audience NOT want to feel? By writing stories about times you felt what they don't want to feel, and then linking not feeling that way anymore to solving the problem that your products or services solve, we can increase desire for what we sell.

How: Look at a list of negative emotions online and ask yourself “How is this relevant to my audience?”. Why could they feel that way in regards to their problem, their fears, their desires, products in my market, strategies in my market, what family and friends tell them about their problem etc

What makes them feel shame?
What makes them feel guilt?
What makes them feel resentful?
What makes them feel anxious?
What makes them feel tired?
What makes them feel angry?

Simply go through a list of negative emotions looking for emotions that could be relevant to your market and how they *don't* want to feel and make a note of them and why they could they feel that way.

POSITIVE EMOTION STORIES

Key Brainstorming Question: What do my audience WANT to feel? By writing stories about times you felt what they want to feel, and then linking feeling that way to solving the problem that your products or services solve, we can increase desire for what we sell.

How: Look at a list of positive emotions and ask yourself “How is this relevant to my audience?”. Why could they feel that way in regards to their problem, their fears, their desires, products in my market, strategies in my market, what family and friends tell them about overcoming their problem etc

Why could they feel that way?

What would make them feel pride?

What would make them feel excitement?

What would make them feel secure?

What would make them feel hope?

What would make them feel confident?

Simply go through a list of positive emotions looking for emotions that could be relevant to your market and how they *do* want to feel and make a note of them and why they would feel that way if they solved the problem your product or service solves.

VALUE VIOLATION STORIES

Key Brainstorming Question: What values could be violated by my prospect struggling with the problem I solve? How would they be violated?

How: Look at a list of values. Look at the situations your prospect is not experiencing. Ask yourself how not experiencing these would impact someone with the problem you solve?

Why would that value be violated by someone with the problem you solve?

Why would being overweight mean they struggle to experience...

Freedom...

Respect...

Confidence...

Security...

Joy...

Inner peace...
Excellence...
Individuality...
etc

Not all values will be relevant. But put yourself in your prospects shoes and ask how struggling with their problem could stop them from experiencing each value.

VALUE FULFILMENT STORIES

Key Brainstorming Question: What values could be fulfilled by my prospect solving the problem I solve? How would it be fulfilled?

How: Look at a list of values. Look at the situations your prospect would love to experience. Ask yourself how experiencing these would be made possible by solving the problem you solve?

Why would that value be fulfilled by someone solving the problem you solve?
Why would losing weight mean they can then experience...

Freedom...
Respect...
Confidence...
Security...
Joy...
Inner peace...
Excellence...
Individuality...
etc

Not all values will be relevant. But put yourself in your prospects shoes and ask how solving their problem could enable them to experience each value.

BEHAVIOUR AND HABIT STORIES

Key Brainstorming Question: What behaviours and habits do people with the problem I solve generally struggle with? What behaviours and habits do people who overcome the problem do?

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How: Study forums, Facebook groups, Amazon reviews, Youtube video comments, emails from subscribers, past clients and customers behaviour and anything else where your prospects hang out. Look for actions they do and don't take and compare them against habits and behaviours of successful people in your market.

For example in the weight loss market there's a whole list of things that get in their way. Shopping whilst hungry. Having a cupboard full of treats. Drinking a beer every night. Sitting down too much. Never stretching. And so on. You look for specific behaviours and habits - not generic ones like "don't exercise".

What behaviours do they do?

What behaviours do they not do but should do?

What do you do that they don't (if you've solved the problem)?

Simply make a list of these as you discover and uncover them.

NEGATIVE CHARACTERISTIC STORIES

Key Brainstorming Question: What characteristics do they wish they didn't have? What characteristics do they dread others thinking they have?

How: Look at the list of negative characteristics and think about who they DON'T want to be and what characteristics they DON'T want others to think they have.

Put yourself in their shoes and ask yourself "Why could they end up being_____because of their problem?". "Why could they be seen as_____due to their problem?"

They could be dishonest because_____

They could be jealous because_____

They could be critical because_____

They could be foolish because_____

Others could see them as dishonest because_____

Others could see them as jealous because_____

Others could see them as critical because_____

Others could see them as foolish because_____

Simply look at a list of negative characteristics and start brainstorming. Put yourself in their shoes. Put yourself in the shoes of someone who knows them. Really start to see things from those two point of views.

POSITIVE CHARACTERISTIC STORIES

Key Brainstorming Question: What characteristics do they wish they did have? What characteristics do they wish others thought they had?

How: Look at the list of positive characteristics and think about who they DO want to be and what characteristics they DO want others to think they have.

Put yourself in their shoes and ask yourself "Why could they end up being_____once they overcome their problem?". "Why could they be seen as_____once they overcome their problem?"

They could be motivated because_____

They could be inspiring because_____

They could be generous because_____

They could be trustworthy because_____

Others could see them as motivated because_____

Others could see them as inspiring because_____

Others could see them as generous because_____

Others could see them as trustworthy because_____

Simply look at a list of positive characteristics and start brainstorming. Put yourself in their shoes. Put yourself in the shoes of someone who knows them. Really start to see things from those two point of views.

SOCIAL PROOF STORIES

Key Brainstorming Question: What stories back up the **PAIN** they're in? What stories back up the **PLEASURE** of getting to where they want to be?

How: For social proof stories that back up the PLEASURE of getting to where they want to be, primarily look to your story and clients/customer success stories. We want to demonstrate that your knowledge and expertise gets results. Or, if you are promoting someone else's products, you look to their testimonials and success stories.

To back up the PAIN they are in - look to stories on TV, newspapers, magazines, blogs, amazon reviews, Facebook comments - anywhere! You can then write stories about that and link to how you would help that person escape that pain (via your product or service).

Always keep an eye out for stories that would give your audience CONFIDENCE in you or what you promote.

Always keep an eye out for stories that back up the PAIN of staying stuck where they are OR going down dead ends and making mistakes with the wrong strategy (more on that next week!).

INSPIRATIONAL STORIES

Key Brainstorming Question: What stories **OUTSIDE** of your industry could build belief that they are more capable of than they think? How could you demonstrate positive characteristics such as persistence and not giving up on your dreams?

How: Look for stories when someone was told something wasn't possible but succeeded. Look for stories where someone bounced back from failure. Look for stories where someone beat the odds. Look for stories where someone with limitations (physical, financial, locational etc) achieved something amazing.

Use famous stories like Roger Bannisters "4 minute mile", Sylvester Stallone and Rocky, JK Rowling getting turned down dozens of times before becoming one of the richest people alive. Look to newspapers, magazines and TV shows. Any story, fact or fiction, that lifts YOUR spirits is a good story to share to uplift your audiences spirits!

Use These As A Filter...

Use emotions, values, behaviours/habits, characteristics, social proof and inspiration as a filter. Always be on the lookout for them in your market whilst you research, in emails you receive from your audience, in clients/customer stories, in your own journey...

This is all about going DEEP into your audiences psychology and situation and triggering desire to solve their problems from an almost endless amount of angles. This is SUCH a powerful exercise. Always keep an eye out for these and keep a notebook where you keep adding to them!