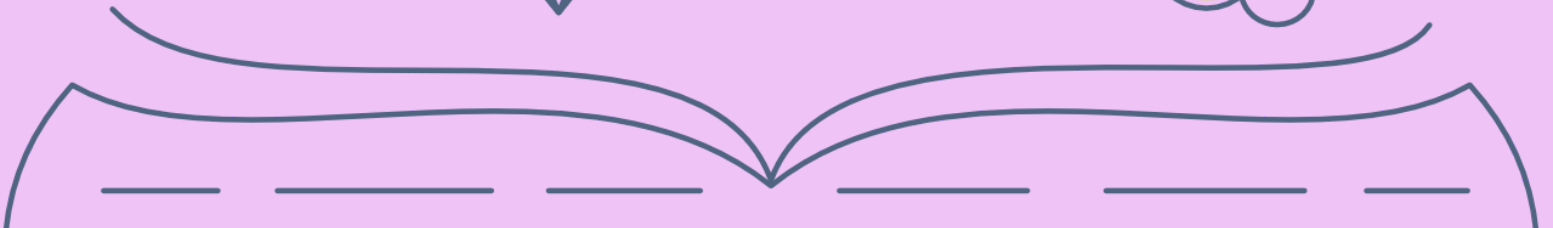




OptinMonster Presents



# STORYTELLING TEMPLATE



# Here are 5 steps to create a compelling story that will keep subscribers engaged:

## **Step 1. Focus on subscriber needs.**

Use your customer avatars to identify the specific reasons subscribers end up on your list. Build your story based on the role you'll play in solving their problem.

## **Step 2. Simplify the problem.**

Put the subscriber's problem into simple terms for them to create a connection and show that you understand where they're coming from.

## **Step 3. Give the subscriber a reason to care.**

Emotion is what makes people want to buy. Use emotional motivators to keep subscribers engaged and encourage action.

## **Step 4. Be relatable.**

Tell your story using words that your subscriber would use. And don't use it to make a sales pitch.

## **Step 5. Make your subscriber the star.**

Your story is about you, but only in terms of how you relate to your subscriber. You are the mentor, your subscriber is the real star.

On the next page is a blank template you can use to create your story...

# Storytelling Template

Subscriber Needs:

Breakdown of Problem:

Emotional Motivators:

What subscribers say:

Ways to Centralize Subscriber: