

CAPTIVATING STORYTELLING FOR PROFIT



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VIEW FROM THE FRONTLINES

When you use your story to inform, inspire and influence, it works like a weapon. Yes, it works as an instrument of influence. That is why I have referred to storytelling as Weapons of Mass Seduction (WMS). I have seen insurance agents use this skill with deft mastery to generate millions of dollars. I have seen real estate agents smiling at the bank. But what about you? Are you using your past stories and experiences for profit?

For a powerful tool of social, economic, and political influence, do you want to wield it haphazardly, or do you want to learn and practice how to use it? Do you want to use it randomly or do you want to master it? This One Skill can change your fortunes forever!

Captivating Storytelling for Profit is not for armchair spectators. It is for those who have been on the frontlines and have made mistakes. It is for those who want to share the lessons from their failures. It is for those who want to uplift others and uproot darkness from the face of the earth. It is for those who believe that their personal experiences do matter.

This white paper is for those who believe in the beauty of their journey. It is for those who believe their trials and tribulations can help someone to avoid the mistakes you have made.

It is time to use your WMS to serve those you meet on your journey. It is time to use your weapons to improve your socio-economic situation. It is time to use your weapons ethically, not only to make a profit but also to uproot ignorance, intolerance, and indifference from this world. It is time to use your WMS!

Dr. Gideon For-mukwai,



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VIEW FROM THE FRONTLINES

GIDEON F. FOR-MUKWAI



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Dr. Gideon For-mukwai is the founder of Story Warrior Associates Network (SWAN) Academy. His mission is to help business owners, entrepreneurs, and coaches to tell transformational stories that generate buzz and business. The ability to share a personal experience has transformed his life professionally and personally: and he believes it can change yours as well.

Here's his message for you:

***"It is Time to Use
Your Weapons of
Mass Seduction
(WMS)"***



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VIEW FROM THE FRONTLINES

Every day, I meet people in the trenches of life. Everywhere I go, I meet people on the frontlines. Most of them are very accomplished professionals. Some are founders of companies, doctors, pharmacists, educators, coaches, nurses, business owners, insurance agents, real estate agents, executives, and many others. These are people with unquestionable track records.

Do you know what connects all of them? Some of them are “firefighters.” Yes, they have fought many raging fires. Some have treated people with cancer. Others have climbed Saddle Mountain and fed the homeless at the Cape of Good Hope. Unfortunately, most of these fighters are reluctant to share how they survived the raging fires. What a tragedy and travesty!

What if you could share those experiences with others you meet on your journey? What if you could share your experiences with other professionals who feel lost in the jungle of life? Your experiences have the potential to help others see and feel their way through the deep and dark jungle of life that you’ve mastered significantly.

Whether you share your experiences for free or for a fee, it pays. It pays invisible dividends such as prestige, respect, and trust. When you share a captivating experience, you give people an opportunity to listen to you, admire your journey, and trust you more. In a confusing and disruptive world, your insights from the frontlines serve as a torch of hope for those in the trenches. It lights their path to safety. It brightens their path.



EXECUTIVE OVERVIEW



Storytelling is the art of conveying your thought, event or message, by creatively weaving words, pictures, and sounds into some story. Literary tales, written tales, and verbal tales -- that is the material we adore.

Why should you have the skill of storytelling? We breathe stories. In the ancient age, people knew how to tell stories that evoked curiosity and made this emotional link. And, today the technique of storytelling is widely used in communication and sales.

Here are some pieces of information which will help you to understand the importance of storytelling:



EXECUTIVE OVERVIEW

- Stories influence 65% of the conversion rate.
- Humans are communicating through stories for more than 40,800 years.
- Stories are 22 times more memorable than facts & figures alone.
- Our neural activity increases 5X when listening to a story.
- Storytelling lights up the sensory cortex in the brain.
- People retain more through stories.
- Capture the attention of the audience.
- Motivate individuals and groups to take action.
- More persuasive and influential.
- Appeal to both logic and emotions.
- Build trust and rapport.
- Make data and facts sing by becoming applicable, engaging, and relevant.
- Stories allow the listener to feel, hear, taste, and even smell the story.
- Transform beliefs and change minds.
- Provide an opportunity to your audience to purchase more than the product.
- Everybody loves a story.

Sell anything to anyone with one simple story!

Let's get started.



COMMON STORYTELLING MISTAKES



No. 01 – **Not knowing audience**

Whether you're talking to one person or a community, you need to know who they are and why they're listening to you.



No. 02 – **Non-specific**

Your story must have specific elements, characters, lessons with a specific time and location.



No. 03 – **No conflict**

When there's no conflict, there's no chance of winning. So your hero must go through hard times to make good times precious.



No. 04 – **No lesson**

A story without a lesson isn't a story, and it's easily forgettable. So your story must have one core message that your audience will remember.



No. 05 – **No consistency**

In a session, you often need to tell multiple stories to spread the core message. Be careful; the stories must be connected.



COMMON STORYTELLING MISTAKES

Before telling a story, you need to know who your audiences are, what their challenges look like, and how they'd benefit from your story. You should have enough data about your audience, not an assumption. No matter how great you're at storytelling if you're telling them to the wrong audiences whose interests aren't aligned. To interest a broad audience, we can't fail to go deep. So do your research to know your audience before starting your storytelling journey.

A story must have some specific elements that can't be too generic. Some of the must-have elements are time, place, characters, and the moral. Within your storytelling process, you need to put together the elements that you'll present carefully. According to your audience, the story should be specific, or it'll lose interest, and it's easy to forget a generic story than a specific one. So be clear about what you want to tell and how.

The one thing you can't miss out on if you want your story to take off is the conflict. There has to be something that's resisting the hero to achieve what he desires. If there's no conflict, there's no emotion. The audience needs to be able to see themselves as the main character. And, they need to have something they desire to achieve, and there should be something that's preventing them. That's where your story should help.



COMMON STORYTELLING MISTAKES

Before starting your storytelling process, ask yourself why you're telling the story. If there's no reason, you better skip that story. You must include a core message in your storytelling process. Your story has to arrive at a satisfying conclusion. The conflict has to be resolved or, if it's not resolved, the main character has to learn something or change somehow. There has to be a clear lesson for the audience to take away. The lesson is the part which your audience will remember even if they forget the story.

Communicating in the modern world is more accessible than the ancient time. But effective communication is still as tricky as it used to be. A communication session often needs several stories to spread out the core message. One of the most crucial elements of the storytelling process is the relativity of stories that you'll tell to express one single emotion. The stories can't be irrelevant and must be connected.



MISCONCEPTIONS ABOUT STORYTELLING



No. 01 – **Storytelling doesn't work.**

Only storytelling has the power to make you feel the product without using it, and it works every time.



No. 02 – **Storytelling isn't for B2B.**

Business to business niche focuses on data-oriented statements but to present those statements; storytelling is a must.



No. 03 – **Storytelling is only for engagement.**

Storytelling engages customers with the brand, but it also influences sales with a large margin.



No. 04 – **Storytelling is too expensive.**

Storytelling is an art that needs passion and creativity than money. However, unlike other marketing strategies, storytelling is cost-effective.



No. 05 – **Storytelling is given.**

With enough passion and effort, everyone can learn storytelling.



MISCONCEPTIONS ABOUT STORYTELLING

People don't buy because a product has the most features; they buy because they feel it can solve their specific problem and provide them with the comfort they desire. People want to learn how the product works, how it can help them, but the most important part that people want to know is the idea behind the product. Every brand today using storytelling to share its message, and it works every time.

Study shows that 71% buys because they see a personal value and 68.8% even wants to pay more if they believe in a business. The myth that storytelling is not for the B2B world needs to be debunked now. Storytelling focuses on the emotional part of a human being; they are human too. B2B buyers are more likely to buy if they can connect emotionally with a brand.

By using storytelling, customers are more curious about a subject, their knowledge and retention of material are also improved. In addition, their communication skills are enhanced as they collaborate better with the brand. Besides engagement, storytelling is used for another crucial part which is selling. People are more likely to buy a product from a brand that has a story that they believe.



MISCONCEPTIONS ABOUT STORYTELLING

There are costs associated with developing great branding and telling an incredible story. But it doesn't take loads of money that a brand spends on other marketing strategies. One of the many reasons your company will be successful is knowing how to use storytelling cost-effectively, which most brands don't.

The myth that storytelling is a super-power is some sort of true. Many people are born with the power of storytelling. But that doesn't mean everyone can't learn storytelling. Storytelling is a step-by-step process that you need to grab in your mind. To become a great storyteller, you need to know some tactics which will bring you immediate results, and after practicing them, you'll be a master.



4 TYPES OF STORIES THAT CONNECT AND CONVERT



No. 01 – **Magnetic Stories**

Build Buzz, Likability, and Interest



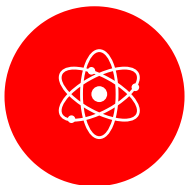
No. 02 – **Mission Stories**

Show Empathy and Build Connections



No. 03 – **Mayday Stories**

Trials & Tribulations



No. 04 – **Mastery Stories**

The Springboard



4 TYPES OF STORIES THAT CONNECT AND CONVERT

There are four types of stories that convert your audience into customers.

Magnetic stories are focused on creating a connection between your brand and your audience. It's aiming towards building an empathy bridge between you and your audience to show why you do what you do today.

Mission stories are focused on establishing the audience as the hero of the story. This raises their self-esteem, ego and makes them feel appreciated. Mission stories aiming towards showing your passion for serving by making the audience the most valuable resource.

Mayday Stories are focused on building trust by showing as well as exposing the flaws. This enriches the transparency of a brand so that audience can trust it. Mayday stories aiming towards gaining the trust of the audience by revealing the flaws and humanize the process.

Mastery stories are focused on expressing the brand's capabilities to turn a bad situation into a good one. This increases your audience's capability of decision-making. In addition, mastery stories aim to paint a better future by providing past examples.



STORYTELLING FOR PROFIT



Storytelling is a powerful business tool and a skill that every business building a powerful and lasting brand should master. For business owners, this means that the most important people in your business are people you probably haven't met yet. There is a simple but insanely effective tool that makes selling your products and services to those unknown people more effortless than ever, which is storytelling. If you aren't using it in your business, one of your competitors is. Storytelling is the process of building a bridge between your brand and your audience.

The most successful companies in the world have stories behind them that express a bigger purpose and meaning in what they do. For example, Apple, Tesla, and Google are so much more than companies; they have established themselves as legacy brands created by visionaries who aspire to change the world.



STORYTELLING FOR PROFIT

When you use stories to promote your brand, you are helping customers feel like they're not just purchasing a product but are part of something bigger. Like if your brand is donating one percent of every sale to charities, people will have the opportunity to participate in social welfare. When people buy an expensive iPad, they don't only buy a product but also experiencing the world.

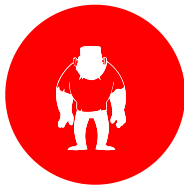
A business may genuinely have a better product or service than a competitor. Still, decision-making is much more emotional than it is logical because they are humans, and they get influenced by empathy. Therefore, the ability of storytelling is essential and can make or break how well a business differentiates itself in the market and makes a profit.

Storytelling connects us, helps us make sense of the world, and communicates our values and beliefs. A good story makes us think and feel and speaks to us in ways that numbers, data, and presentation slides simply can't.

The story of your brand should be able to inspire, challenge, and educate your audience. Your goal in creating your own brand story is to position yourself as a source of motivation in the eyes of your ideal audience. It would be best if you use the storytelling for profitability.

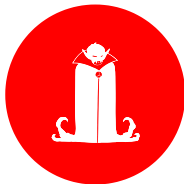


WHAT MAKES A GOOD STORY?



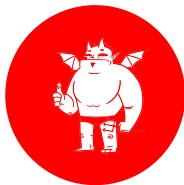
No. 01 – **Protagonist**

The hero



No. 02 – **Antagonist**

The villain



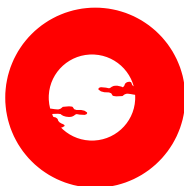
No. 03 – **Action**

The aim



No. 04 – **Conflict**

The prevention



No. 05 – **Resolution**

The result



WHAT MAKES A GOOD STORY?

The protagonist is the most important part of a narrative. Also called the enthusiast, or even the guide, the protagonist must possess defined inward and external targets. Here is the personality that readers will need to take into account, interferes with, and know. A powerful protagonist ought to have some epic characteristics.

Much like all the protagonists, create the antagonist intriguing. This character can also be referred to as the villain of this narrative or the guide's opposition. An antagonist also has to have clearly defined inward and external objectives and these objectives have to be in opposition to the aims of the protagonist. The antagonist has been pushed to do anything to halt the satisfaction of their protagonist's desires. This resistance creates a motor that pushes a story forwards. The antagonist may be the representative of evil in the story but shouldn't be all bad. In the event the reader has any sympathy for your antagonist, the narrative will be authentic. In the long run, the antagonist must get what is coming to him, or the reader will be left disappointed.

This is the start of your story or exposition. It's a function that sets the figures in the movement. The exposition of your publication will likely compose the first sections. This is where you present your most important characters, such as your villain and hero, and the principal difficulty your hero confronts. You have to catch the audience attention from the start and provide them a reason to care for the characters and the story moving ahead.



WHAT MAKES A GOOD STORY?

Conflict, by definition, is some type of chaos. It is a challenge to conquer, a pursuit, a puzzle, or a battle. Conflict creates play, and play creates an audience wish to go deep. Conflict is what pushes your characters ahead. It sets them in entertaining positions that induce them to develop right. Without battle, the story would be dull.

At length, it leads to the settlement or climax. This decisive point in your story that informs the audience that wins the battle. Be sure the conflict is solved by the close of the story to make sense and will probably be pleasing to the audience. That is exactly what you have carefully and radically built around, and you can now finally make the big show. Stories vary tremendously from situation to situation, although excellent ones share common components.

Make sure your storytelling process comprises these five crucial elements to get a winning story that will keep your audiences engaged and feel fulfilled with your story from start to finish.



BENEFITS OF STORYTELLING



No. 01 – Clear and confident communication.



No. 02 – Emotional connection with the audience.



No. 03 – Power of influence and persuasion.



No. 04 – The audience can feel the storyteller.



No. 05 – Inspiring audience to buy into your mission.



BENEFITS OF STORYTELLING



No. 06 – Spreading the message with ease.



No. 07 – Increase trust and profitability.



No. 08 – Expressing the vision and mission.



No. 09 – Converting audience into loyal customers.



No. 10 – Being unforgettable!



STORIES IN BUSINESS DEVELOPMENT

Leveraging storytelling in business development is a competitive advantage that will help you grow enormously compared to competitors who do not utilize it.

Objective	Activity	Outcome
Customer acquisition	Reveal flaws	Establish trust and credibility
Connect with audience	Share the backstory of why you do what you do	Gain loyal customers
Conversion Rate Optimization	Craft brand stories with humanization	Increase in sales



STORIES IN BUSINESS DEVELOPMENT

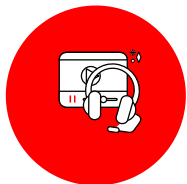
The process of leveraging stories in business development:



No. 01 – Connect by Creating Curiosity



No. 02 – Connect With Your Flaws and Human Frailties



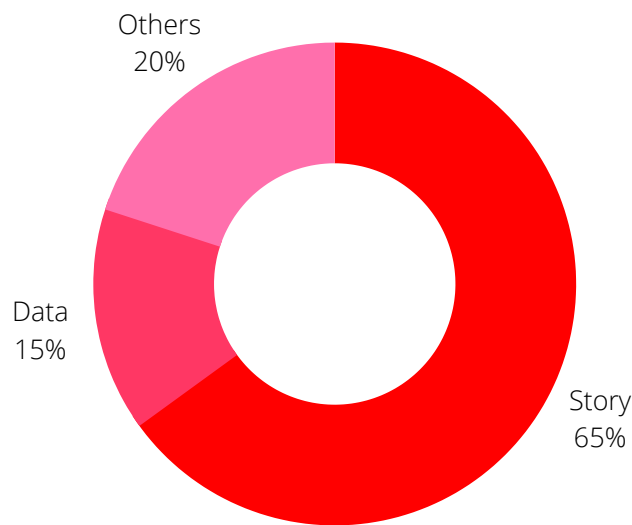
No. 03 – Create Excitement & Entertainment



No. 04 – Transport Them with Story



STORYTELLING IN SALES



Storytelling is the most potent element of spreading the message, mission, vision, goals, objectives, and origin story of a brand. Every renowned brand today is using storytelling as the core of every marketing campaign. People using stories for around 4,300 years to communicate. Around 65% of people retain information that is shared through stories. Storytelling is a skill that every business owner, entrepreneur, and coach needs expertise in.

In case you've got an idea, a product, or a service you want to market, you require a narrative to nudge folks ahead. Pitching is the most significant evaluation of your skill to convince and persuade a person to do it. If you would like to pitch and become unforgettable, learn storytelling today and use it to sell your idea, product, or service without being sold.



STORYTELLING IN SALES

The "Do"s of storytelling in sales:



No. 01 – **Know your audience**



No. 02 – **Get attention and hold it**



No. 03 – **Be authentic**



No. 04 – **Keep it Simple**



No. 05 – **Share benefits over features**



STORYTELLING IN SALES

The "Don't"s of storytelling in sales:



No. 01 – Don't target a wide range of audience



No. 02 – Don't ask for permission to tell a story



No. 03 – Don't hesitate to share your flaws



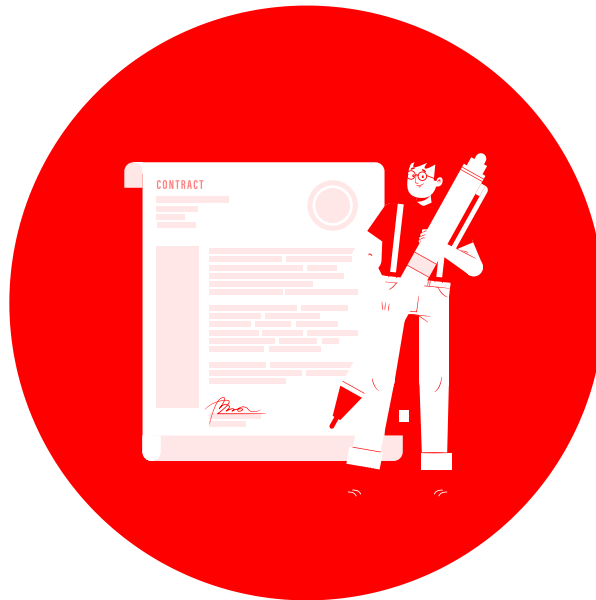
No. 04 – Don't reveal the climax before the end but let them know WIIFM



No. 05 – Don't finish the story without sharing the core message



CONCLUSION



Regardless of what type of business you're in, you have to close deals. Whether you are attempting to get clients to purchase your merchandise, pitch your business to shareholders, inspire your workers or convince your adolescent to do the dishes, then your achievement is going to be ordered by your capacity to influence, persuade and close the purchase. Storytelling is potentially the most effective instrument in communicating, communicating, and revenue.

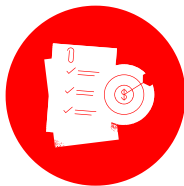
That's where the Story Warrior Associates Network (SWAN) Academy can help you to master storytelling and how to use storytelling for profit.



STORYWARRIOR BE UNFORGETTABLE!



The story warrior associates network (SWAN) Academy is founded by Gideon F. For-mukwai to help business owners, entrepreneurs, and coaches tell transformational stories that generate buzz and business.



No. 01 – **Mission**

Helping business owners tell transformational stories that generate buzz and business.



No. 02 – **Vision**

Establishing SWAN Academy as the world-leading storytelling learning platform to make an impact through storytelling.



No. 03 – **Slogan**

Be unforgettable! Dare to tell unforgettable stories.



OUR CUSTOMERS



CONTACT



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<http://shorturl.at/cioBL>



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Thank you for your interest in storytelling.



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