

storyselling

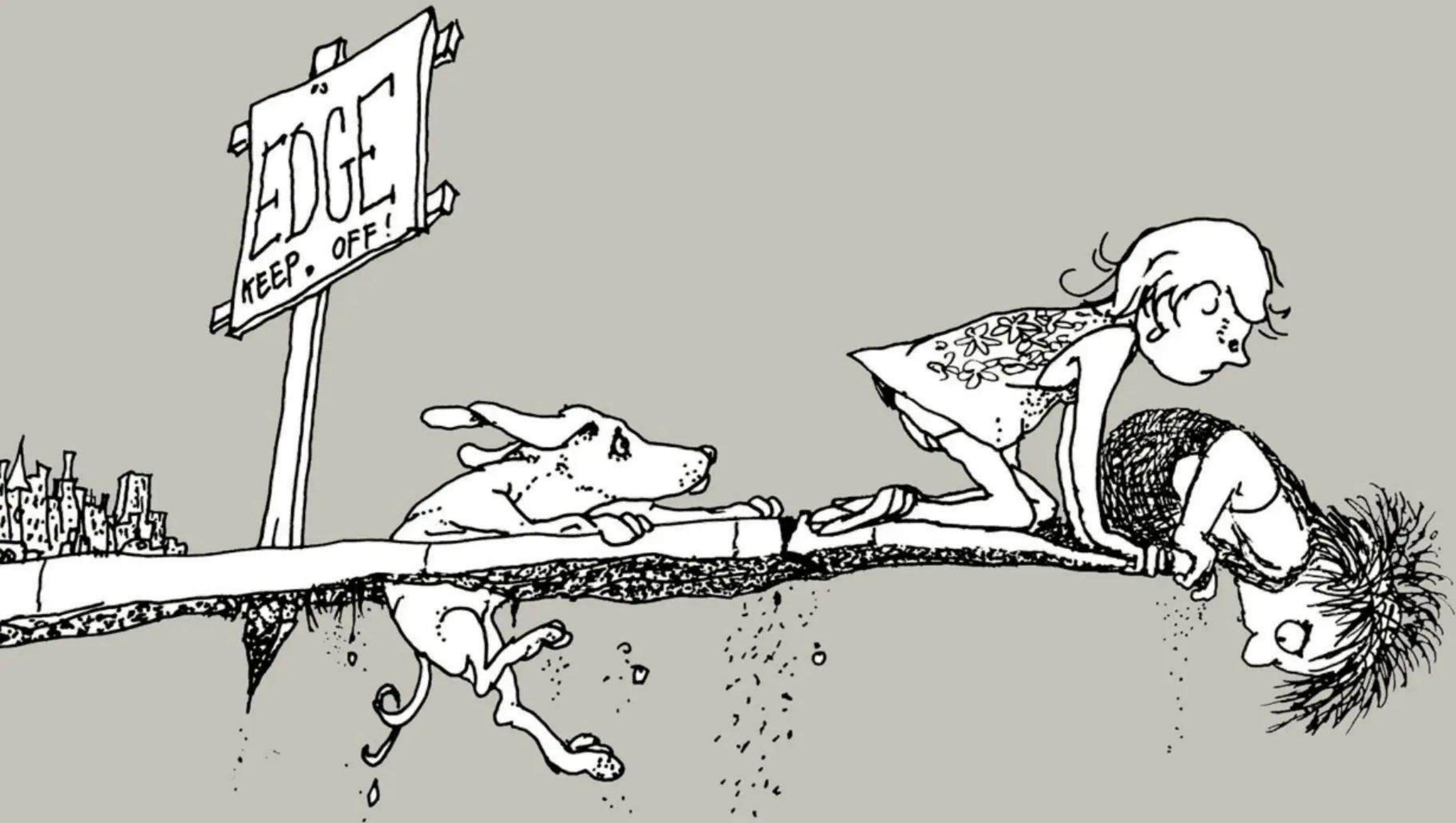
what makes people buy?

Valerie Garcia











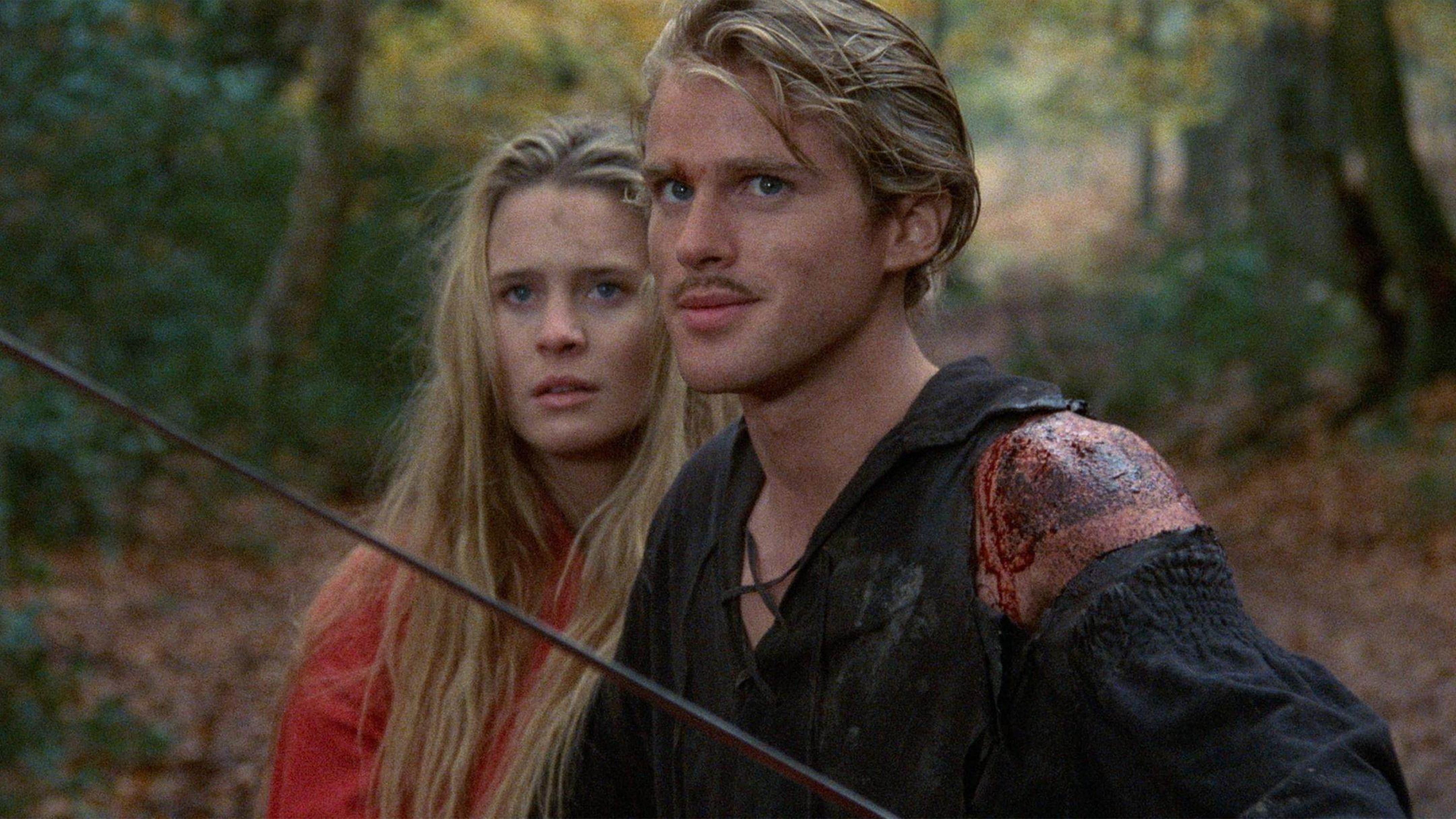


























eted the
scribed by
study

and is therefore entitled to this

Diploma

venth day of June, one thousand





NO
PARKING
8:30 to 12:30
AM to PM
MONDAY
STREET CLEANING

buy

selling











688



buy

ideas

education

dreams

goals

belonging

meaning

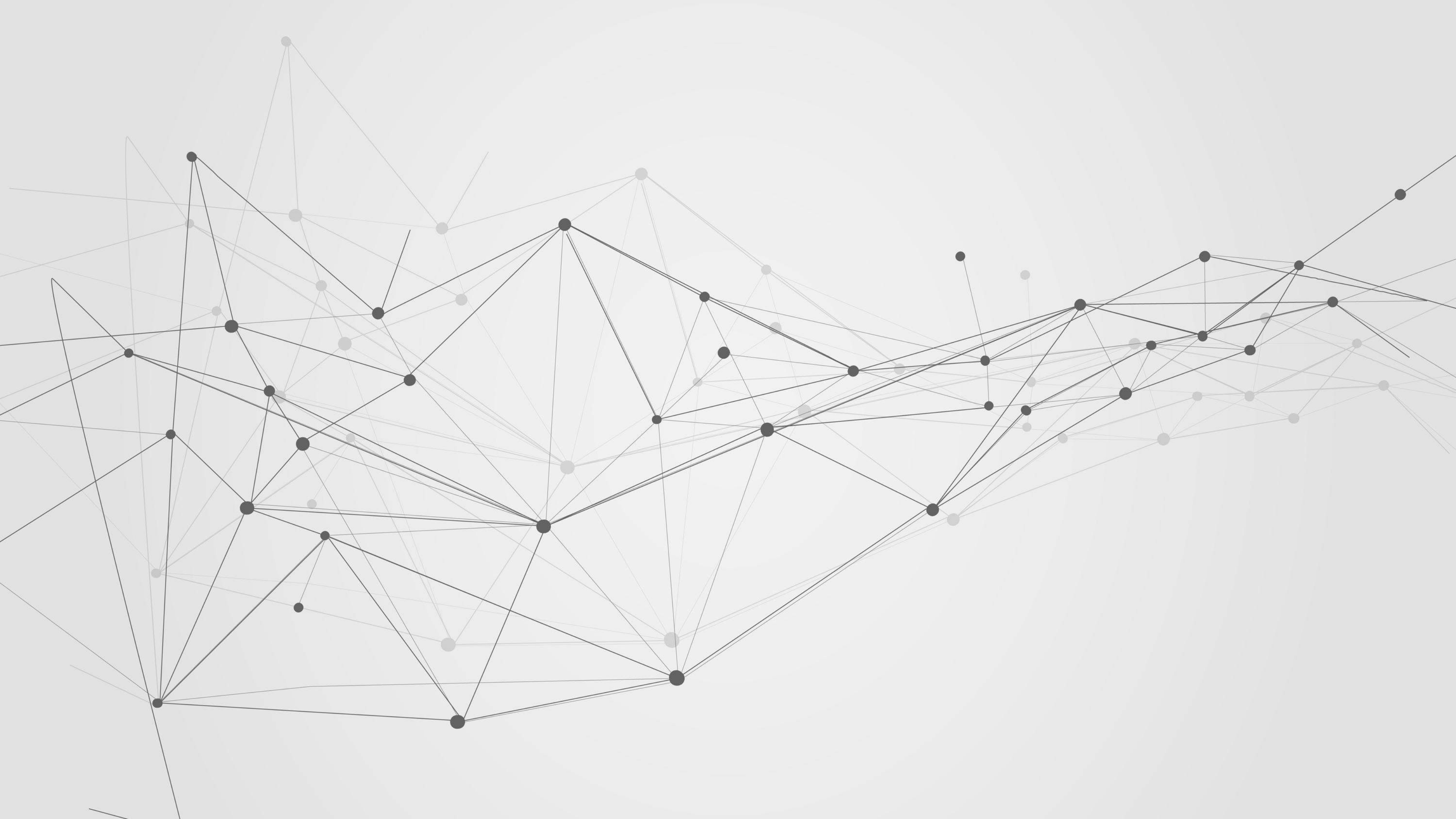
job

career

home

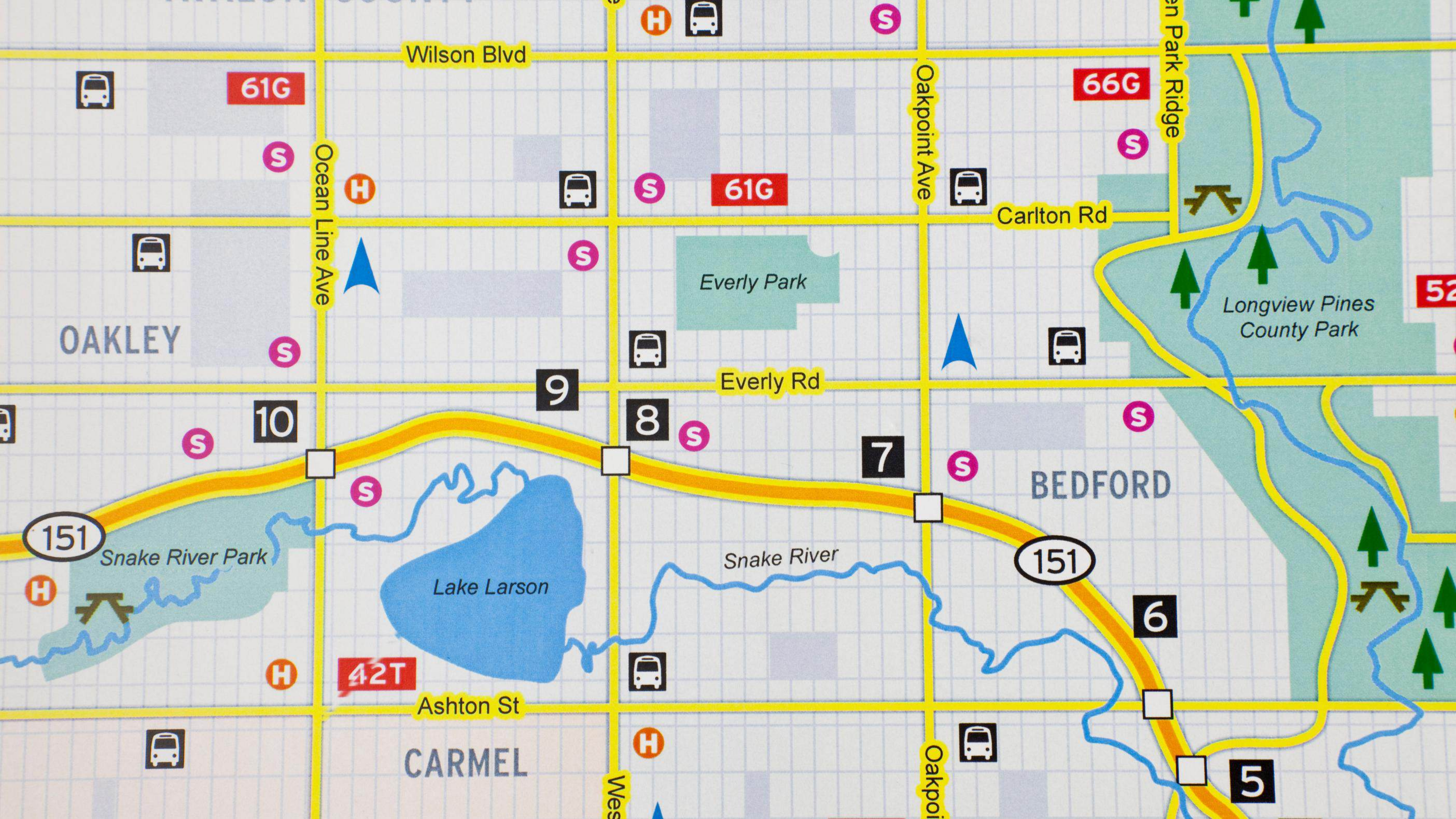
why

buy















SOLD
SUBJECT TO CONTRACT



why

buy

people don't buy because of
who **they are**

people don't buy because of
who **they are**

they buy because of who
they **want to become**











who they **want to become**













688

richer

happier

successful

different

better

settled

accomplished

meaningful

creative

why

What your customers really buy

What your customers really buy
is a **better version of themselves**

richer
athletic
happier
successful
settled stories
accomplished
meaningful
creative
contributing

stories inspire the listener to change...

the way we **feel**

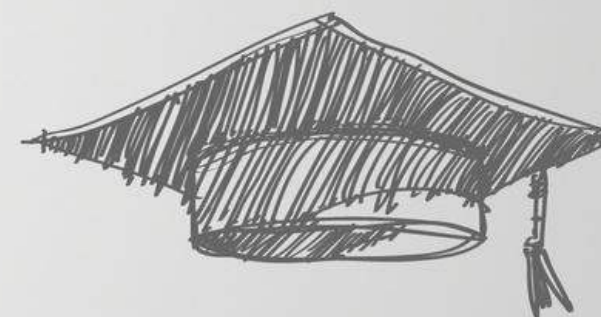
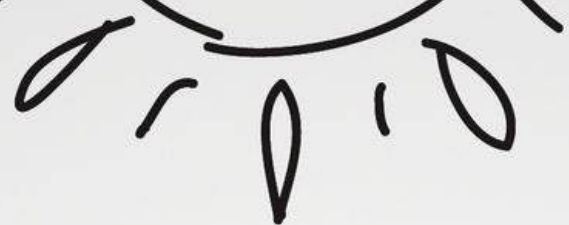
the way we **think**

the way we **act**

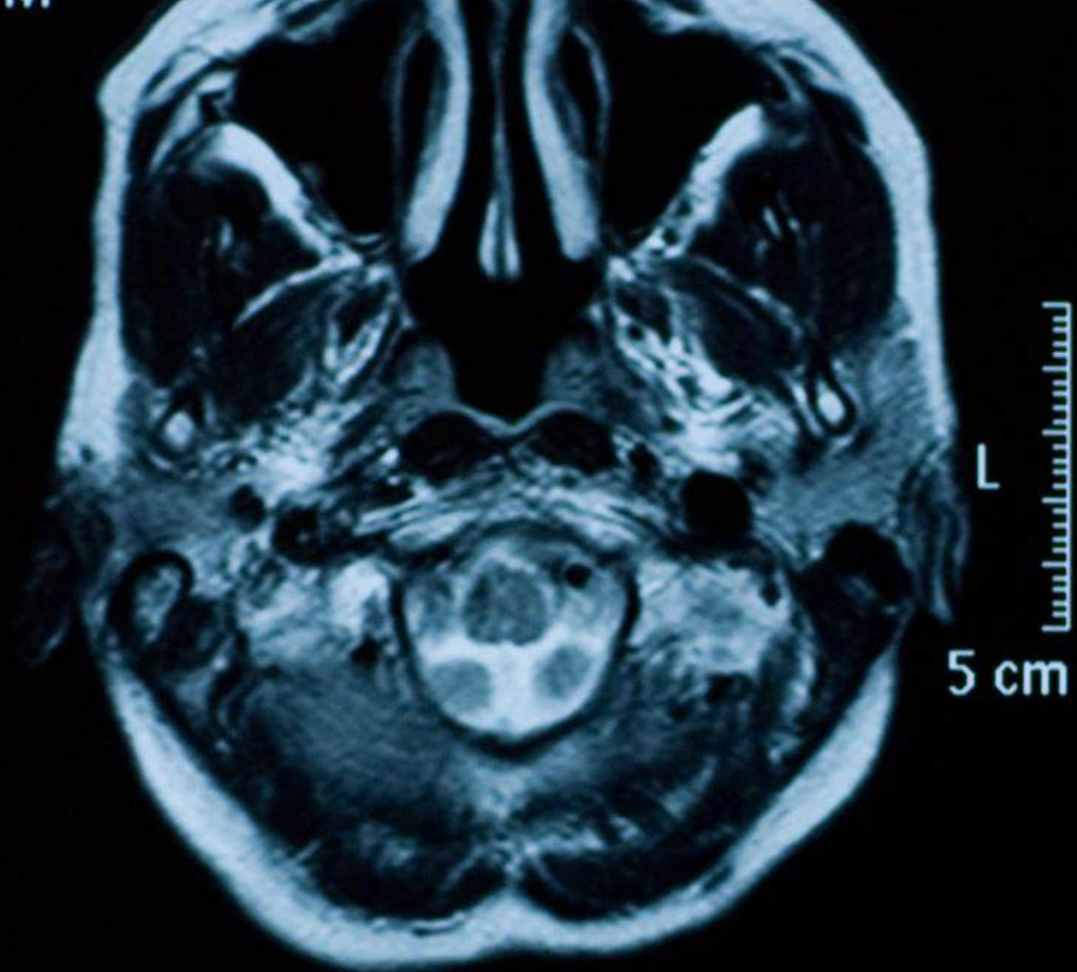
the way we **behave**

stories inspire the listener to change...

the way  **we feel**
the way we **think**
the way we **act**
the way we **behave**

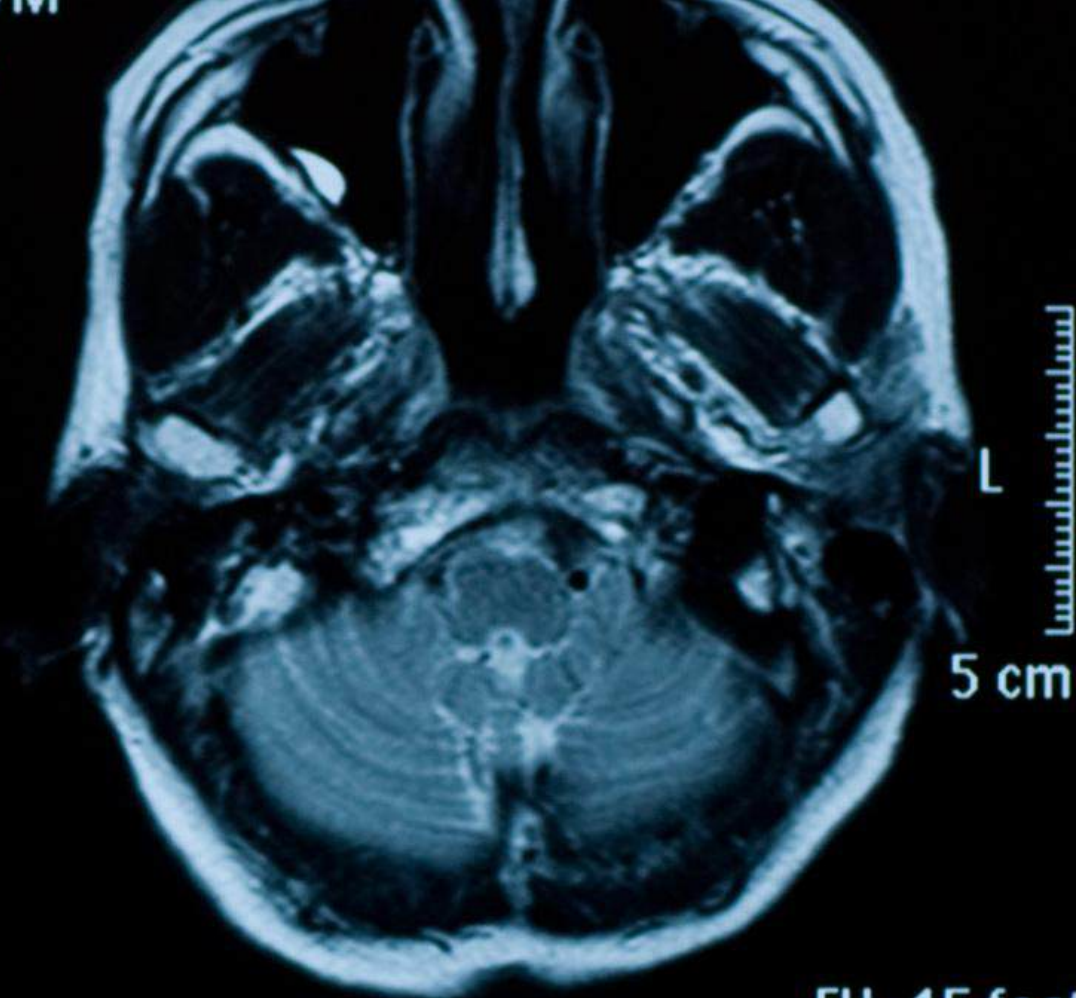


TSE/M
SI 1



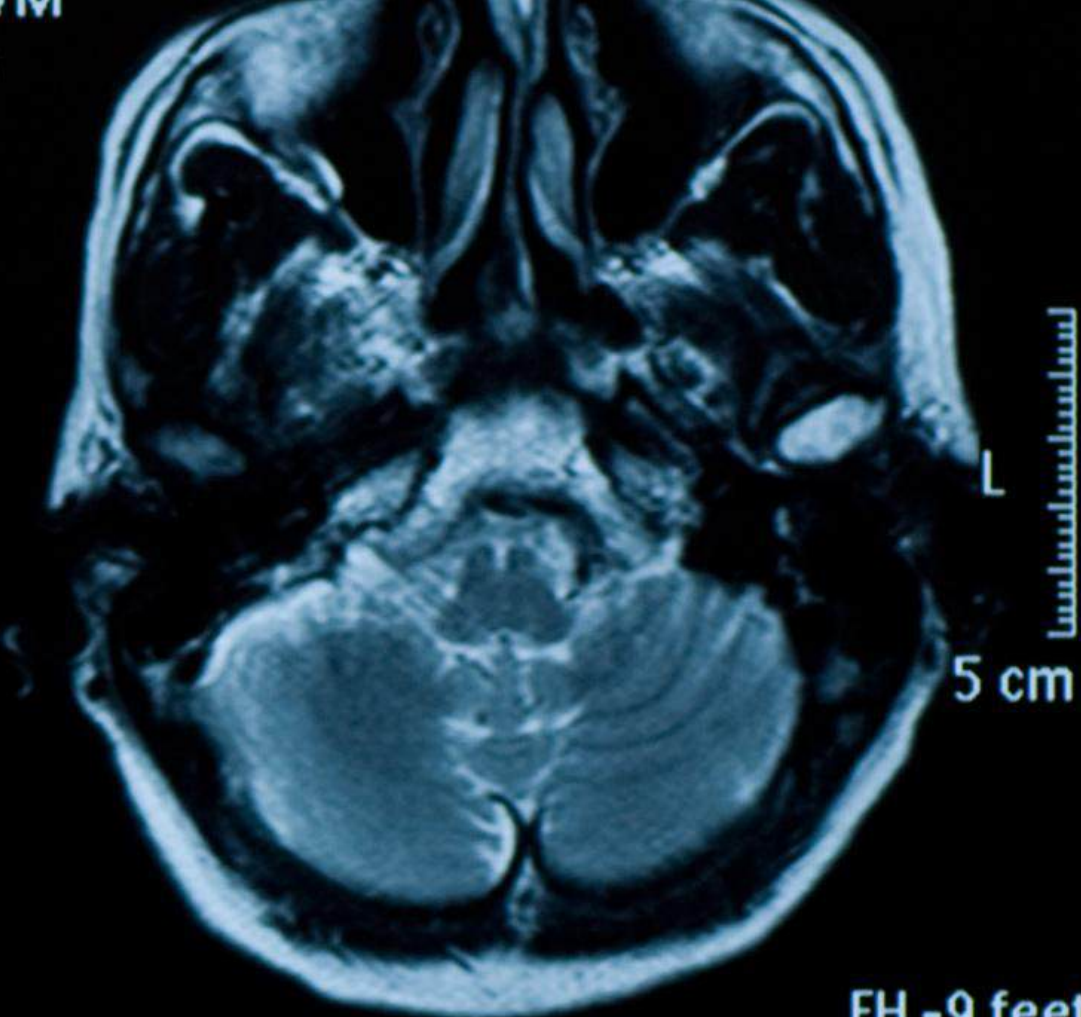
FH -22 feet

TSE/M
SI 2



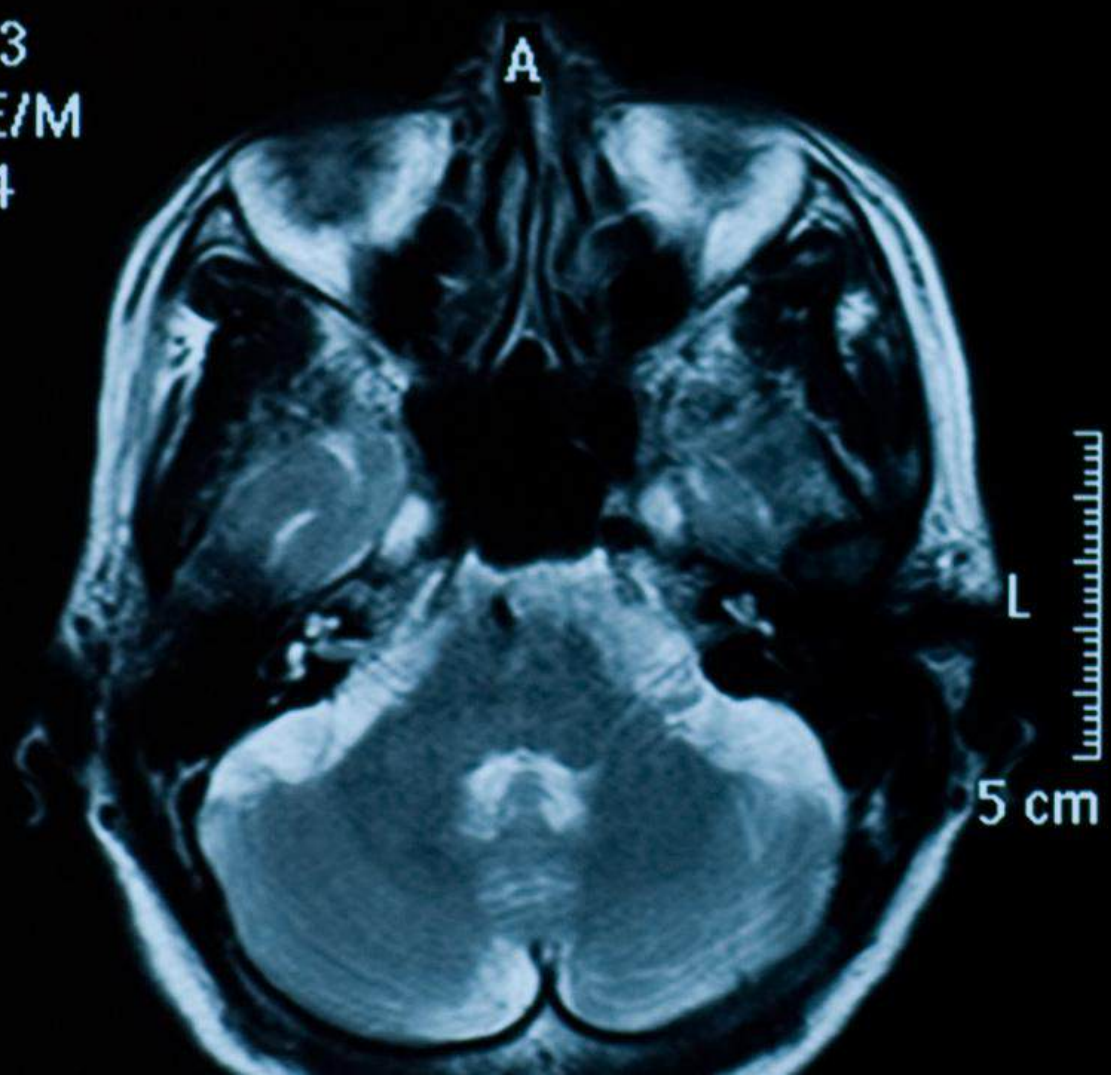
FH -15 feet

TSE/M
SI 3

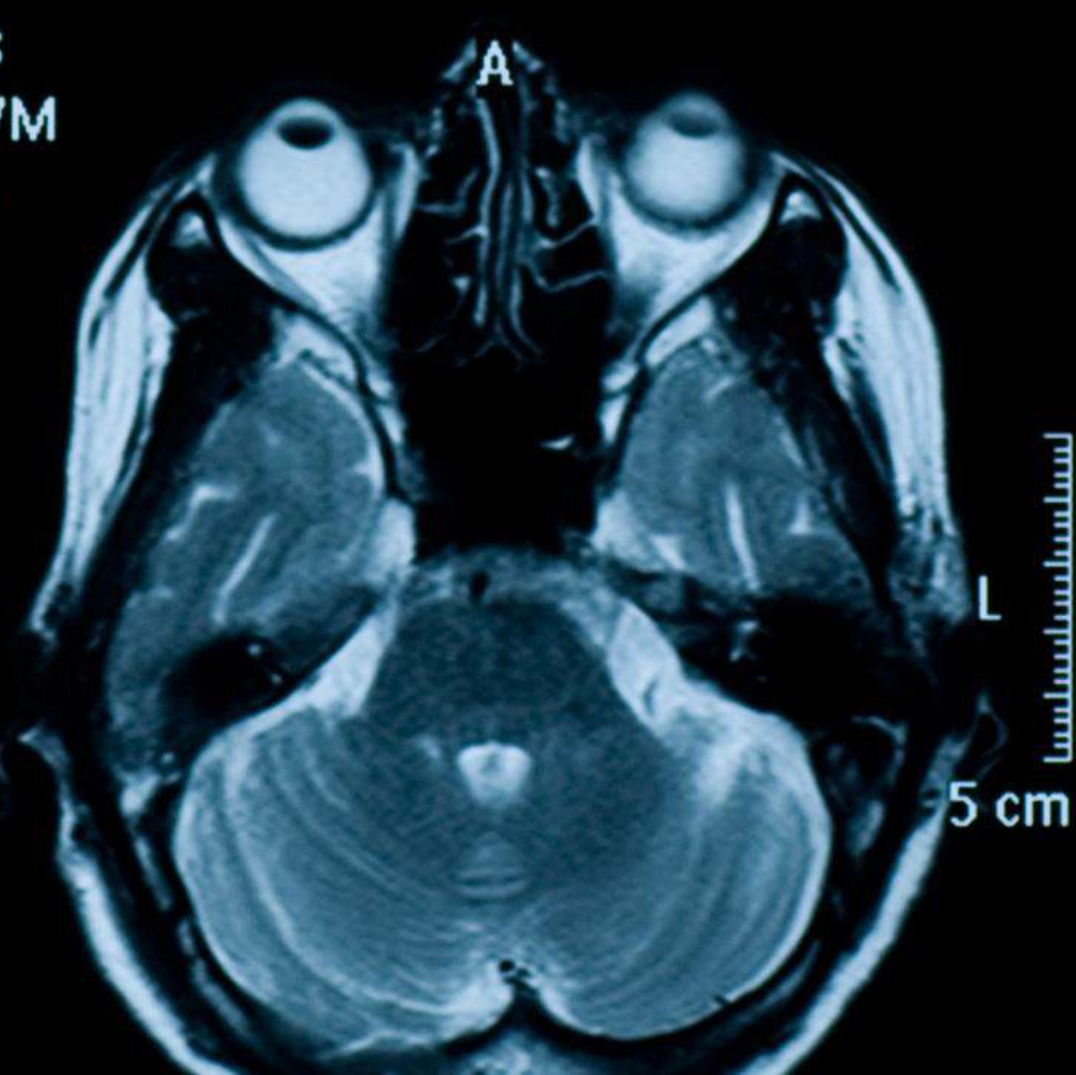


FH -9 feet

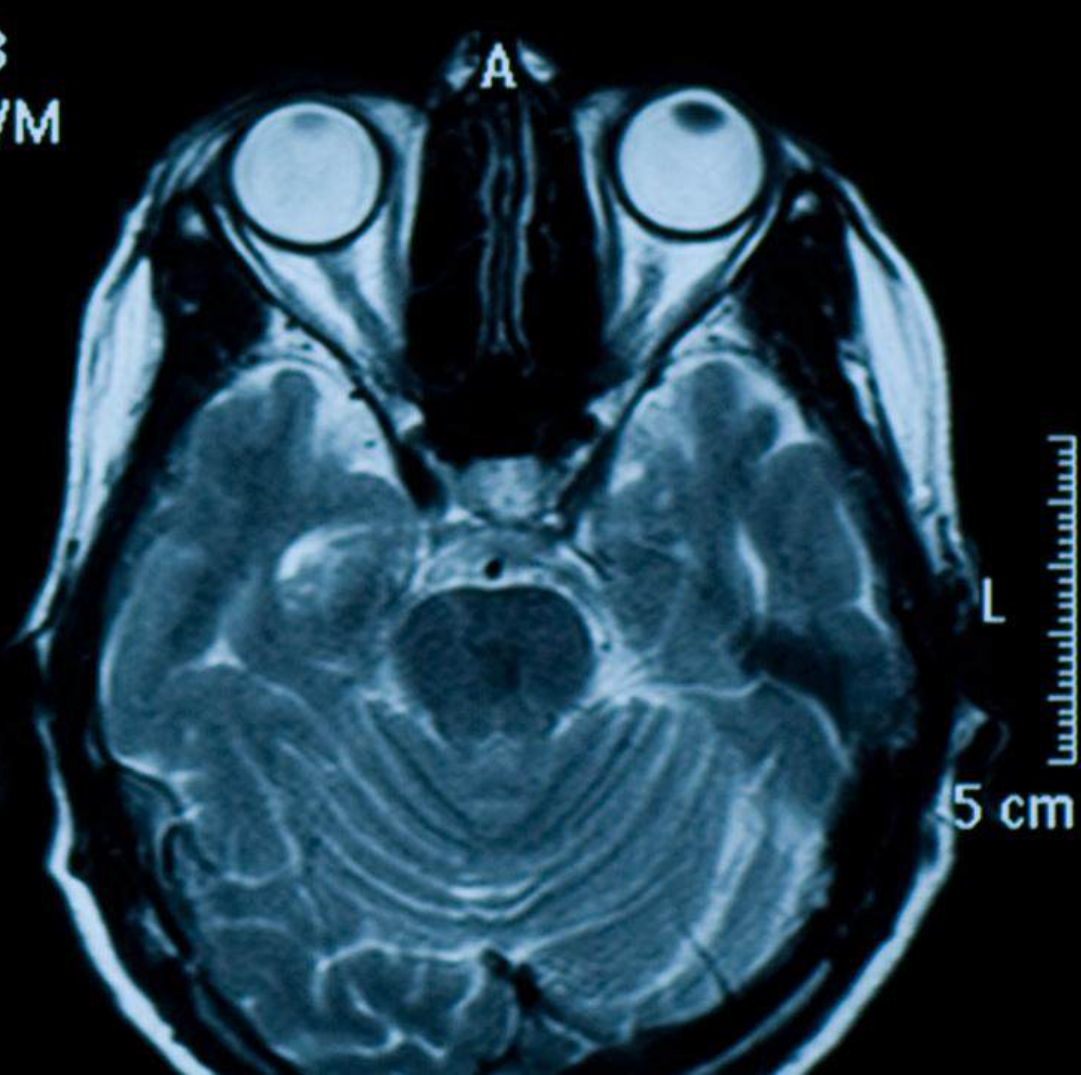
Sc 3
TSE/M
SI 4



Sc 3
TSE/M
SI 5



Sc 3
TSE/M
SI 6





10 marketing stories you **should be telling**

1

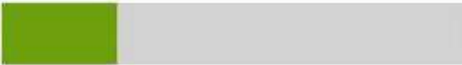
At some point, the pain of not doing it becomes greater than the pain of doing it.

Tell the story of **the solution to the pain.**



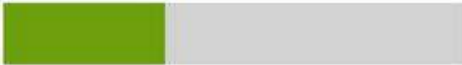
5 EXCUSES MEN USE TO AVOID GOING TO THE DOCTOR

Among men surveyed in MENTion It:



20%

said they have not been completely honest with their physician in the past.



50%

said they participate in preventative care.



72%

said they would rather clean a bathroom than go to the doctor.



[HOME](#)[RADIO ▾](#)[NEWS & ISSUES ▾](#)[HEALTH ▾](#)[LIFESTYLE ▾](#)[EN](#)

“Bro-ifying” health: this ‘man cave’ is getting more men to go to the doctor 0

By Annie Donaldson on May 17, 2019

Health & Wellbeing

Medical News

Imagine: you’re lounging on a leather couch while watching sports on a 70-inch flat screen TV, surrounded by signed memorabilia from some of the greatest sportspeople of all time, and there’s free coffee on tap.

What is their pain?

What is the solution to that pain?

What is that story?

2

We are more likely to notice things that stand out.

Tell the story of **how you are different**.

RXBAR®

**12 G.
PROTEIN BAR**

3 Egg Whites

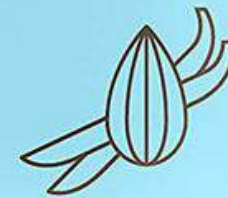
6 Almonds

4 Cashews

2 Dates

No B.S.

**Vanilla
Almond**



NET WT 1.83oz (52g) ®

How are you different?

What is that story?



Gwen Daubenmeyer

27 May · 🧑🏻

...

I'm a feeler. I'm not apologizing, merely stating in case you don't know me well.

I was going to write "this week has been a challenge"—but it's been longer than a week. It's also been longer than a month, also longer than a year. After thinking about it, I cannot find an accurate demarcation of "since."

How do we find the motivation to keep showing up?

For me, it's contributing something, somehow—to the Good side. How can I make a difference? Leave a situation better than I found it? I'm starving for good news; to BE good news these days.

I had a hard closing yesterday. My clients were forced to sell a home that they loved and wanted desperately to keep. It was a sad day for them.

I always wonder if agents are conscious of their client's state of mind when post those "happy closing day!" photos for their social media cred. I sure hope so. It's inappropriate in many cases.

Several times throughout the document signing process I was conscious of their chins quivering and the discreet wiping of their eyes.

When the deed was done and copies being made, the room went quiet. Then the very happy buyers began asking normal, happy-buyer questions to the sellers. Like, what kind of plants they had in the gardens, and did the deer eat them? Where their favorite pizza place was, and are the neighbors with the fancy mailbox nice?

He began to answer, but abruptly stopped mid-sentence, and the tears rolled. It was an awkward moment for both parties.

Finish their sentences when their voices locked with emotion. That's all I could do for them. An insignificant contribution, which won me a big tight hug at the end. It was enough.

The room was highly emotional. Equal parts of happy and sad, both appropriate, neither right or wrong, coexisting in the same small space.

So it is with us.

Finish their sentences when their voices locked with emotion. That's all I could do for them. An insignificant contribution, which won me a big tight hug at the end. It was enough.

3

It's not about the features. It's about the future.

Tell the story of **a *different* future.**



Adsum

TIMEX



Know the time without seeing you have 1,249 unanswered emails.

LAMAR

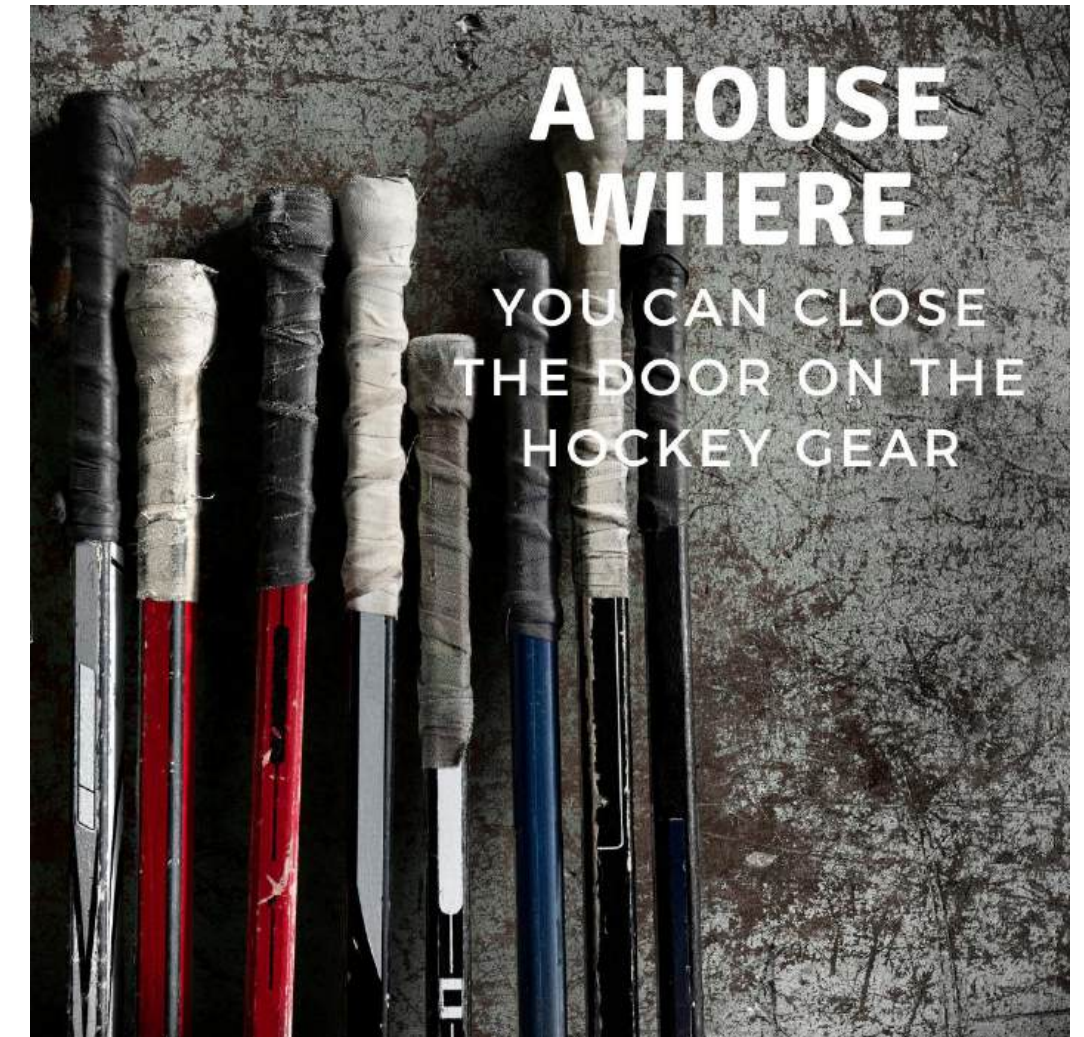
2532



**A HOUSE
WHERE**
THE FLOORS
DON'T CREAK



**A HOUSE
WHERE**
A PANTRY IS AN
ACTUAL PANTRY



**A HOUSE
WHERE**
YOU CAN CLOSE
THE DOOR ON THE
HOCKEY GEAR



**A HOUSE
WHERE**
YOU DON'T
HAVE TO
OPEN THE
DOOR EVERY
5 MINUTES



**A HOUSE
WHERE**
EVERY ELBOW
HAS ROOM

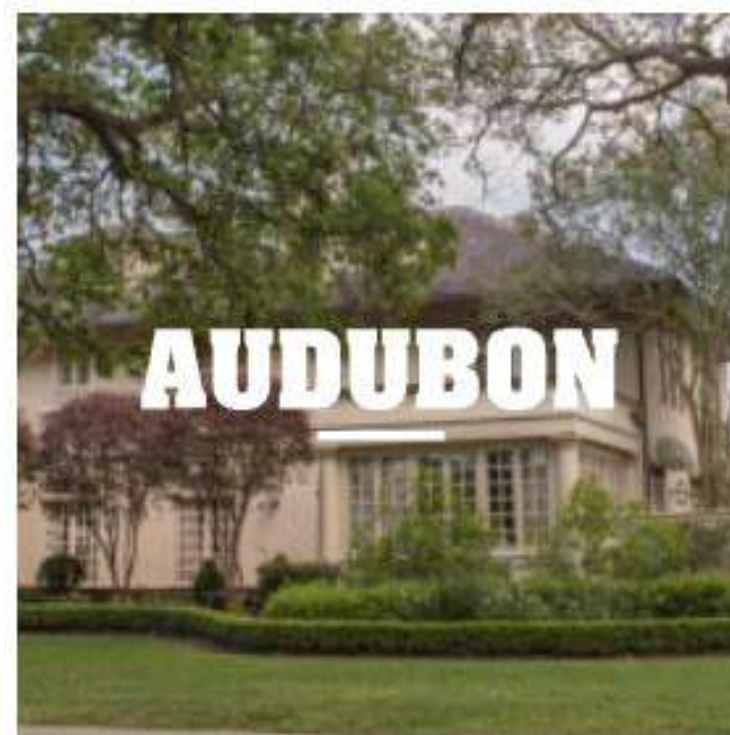


**A HOUSE
WHERE**
YOU DON'T
HAVE TO HIDE
YOUR CAT
FROM YOUR
LANDLORD

What does the future look like when they
work with you?

What is that story?

New Orleans Neighborhoods

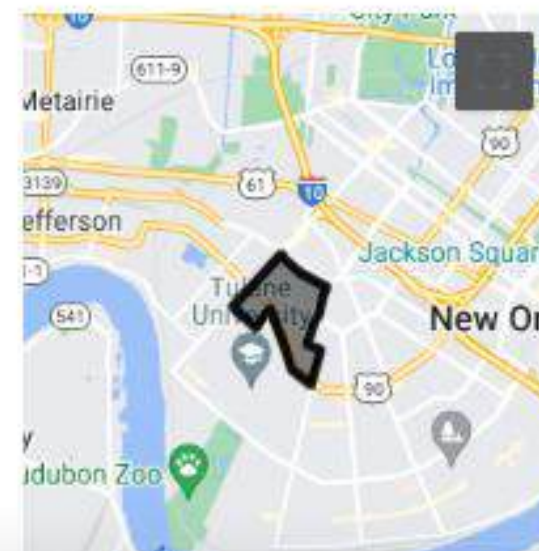




FONTAINEBLEAU

The magic spell you cast, This is la vie en rose

Fontainebleau is like the new girl in school. She didn't come around till the turn of the 20th century. This New Orleans neighborhood gives you such an inviting feel as residents greet each other while out strolling under the large oak trees.



4

The more we see something, the more we come to like and trust it.

Tell your story **consistently**,
in the places your audiences hang out.



What do they need to hear consistently?

What is that story?

5 It's lazy marketing to simply talk about what you sell.

Don't tell the story of the thing.

Tell the story of what the thing **helps them do/be/accomplish.**



WILD NIGHT



Partner is optional. Pleasure is not. House of Wise Sex Gummies are made with 200mg horny goat weed extract + 100mg maca root extract + 10mg ashwagandha extract to promote desire + 15mg of full-spectrum hemp-derived CBD in every gummy.

Directions: Take one 30 mins before play. Pairs nicely with a bath + Frank Ocean.

SEX



SCAN HERE TO INQUIRE ABOUT OUR
WISE WOMEN VIP CREATOR PROGRAM



MILD NIGHT



For the woman who has big dreams but can't sleep. House of Wise Sleep Gummies are made with 5mg melatonin and full-spectrum hemp-derived CBD in every gummy.

Directions: Take one 30 mins before bed. Pairs nicely with a bath + do not disturb mode.



SCAN HERE TO INQUIRE ABOUT OUR
WISE WOMEN VIP CREATOR PROGRAM

What do you help them accomplish?

What is that story?

6

The first piece of information we see often sets our expectation of value.

Tell the story **specifically and intentionally**.



Mailchimp Recommends

Premium

Advanced features for pros who need more customization.

Starts at

\$299

/month*

[Buy Now](#)

***Overages** apply if contact or email send limit is exceeded.

[Learn more](#)

Everything in Standard, plus:

✓ Advanced Segmentation

Standard

Data-driven automation and optimization tools for businesses that want to grow faster.

Starts at

\$17

/month*

[Buy Now](#)

***Overages** apply if contact or email send limit is exceeded.

[Learn more](#)

Everything in Essentials, plus:

Customer Journey Builder +

Essentials

Great for email-only senders who want around-the-clock support.

Starts at

\$11

/month*

[Buy Now](#)

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[Learn more](#)

Everything in Free, plus:

Email & Landing Page

Free

All the multi-channel tools you need to build your business and grow your audience.

\$0

/month*

[Sign Up Free](#)

*Sending will be paused if contact or email send limit is exceeded.

[Learn more](#)

Everything you get with Free:

✓ Marketing CRM

What is the first thing you want your customer to know?

What is that story?

7

We are naturally more trusting of authority figures & we're more trusting of stuff that other people already trust.

Tell the story **from another's viewpoint.**



“Jeremy Gutsche
is an intellectual
can of Red Bull”

—CEO of Omnicom

The
New York
Times
BESTSELLER

#1
amazon
BESTSELLER

NBC

Microsoft
intel

WELLS
FARGO
Morgan Stanley

GM

Coca-Cola

Calgary
& General
ROGERS

CISCO

Deloitte

Hertz

EMC

Mars

AMERICAN
EXPRESS

HUGHES
MONSTER

IBM

KPMG
VICTORIA'S
SECRET

kraft foods

HYATT

PETSMART

Turner

SONY

Digital River

Nestle

PEPSICO

Chicago Tribune

MATTEL

What do others say about you?

What is that story?

8

We're more likely to do something if everyone else is doing it.

Tell the story **of what others are doing/becoming**.



What have others experienced when
working with you?

What is that story?

PHILADELPHIA HOME COLLECTIVE



OUR STORY

HOME STORIES



LAUREN & BEN

Although excited for their new Bermuda adventure, saying goodbye to their beautiful Mount Airy home...

[READ MORE →](#)



TRICIA & TOM

Although Tricia and Tom are leaving Philly to follow their dream of living by the beach...

[READ MORE →](#)



GLENN & MEGHAN

Glenn and Meghan really made this house their own, making it totally unrecognizable from...

[READ MORE →](#)



NORA & HAMMAM

Nora and Hammam put a lot of work into making this house their home - salvaging antiques, renovating to highlight the beautiful original details of the house, bringing baby Rami home for the...

[READ MORE →](#)



JOHN & LIZZY

A home is where love resides, memories are created, and laughter never ends. From make-your-own pizza parties, to a proposal, and first steps - John, Lizzy, baby Hugh and Hudson the dog...

[READ MORE →](#)



TIFF & LAUREN

One thing is for sure, when Tiffany and Lauren moved into their classic Philly row on 8th Street, they knew they needed to add some color to truly make it their own. With bright, vibrant colors...

[READ MORE →](#)



FRANCESCA & RYAN

A home is built to hold your memories. From the gatherings in the kitchen, to the game day viewing party (Go birds!), to the first night with their new baby, to the adventures of Charlie and Petunia...

[READ MORE →](#)



JANA & STEPHANIE

The journey of Edgemont street has meant a lot to Jana and Steph. After small cosmetic upgrades, a full fledged kitchen renovation and a neighborhood that has become family, their need for space for...

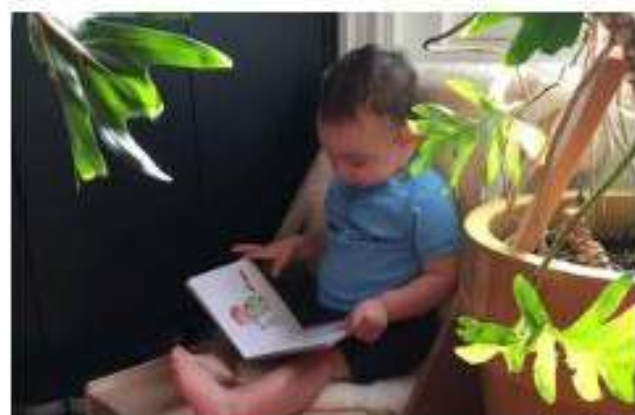
[READ MORE →](#)



NATALIE & GEOFF

When looking for their home, Natalie and Geoff wanted to story. They wanted a home with a history and good bones that they could make their own. In finding 2415 S. 12th Street, they saw the...

[READ MORE →](#)



NORA & HAMMAM

Nora and Hammam put a lot of work into making this house their home - salvaging antiques, renovating to highlight the beautiful original details of the house, bringing baby Rami home for the...

[READ MORE →](#)



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VITALE WOOD DESIGN

Nathan is a self-taught woodworker who started out by making the centerpieces for his wedding, which quickly evolved into gifts for family and friends. Now his small side-business, Vitale Wood Design...

[READ MORE →](#)



KIM CARSIA

Philly is well known for its diverse food scene, but by no means does that make it any less health conscious. As a holistic health coach and yoga instructor in the Philadelphia area, Kim Carsia seeks out fresh...

[READ MORE →](#)



COHEN AND CO.

I've been going to Cohen and Co. hardware since I moved to Philly, and on at least a weekly basis since I started selling real estate and dealing with rental properties. They've been family owned since 1913 and...

[READ MORE →](#)



CLARISSA ECK

Talent. It's one thing to have it, but it's a whole other beast to hone it. Clarissa has mastered this ability with grace, grit and just a hint...

[READ MORE →](#)



BULB

Bright, illuminating & always gleaming. These are the three words that come to mind when you think of Bulb's founder, Kazan Spratt. And they are probably the best words to describe his shop...

[READ MORE →](#)



FLORAL + FAUNA

When I was a little girl, I dreamed of being a herpetologist. Naturally, so I could live in the rainforest and study tree frogs 24/7, surrounded by tropical plants and flowers...

[READ MORE →](#)

9

We're more motivated to avoid losses
then we are to receive gains.

Tell the story **of what they could lose.**

Valerie, thank you for being a member with us. Take a look back at your journey with Prime.

You still have **81 days left** to enjoy your Prime benefits until the next billing cycle

Your benefit usage

PRIME BENEFITS USED: PAST 12 MONTHS | PAST 30 DAYS



59

Packages shipped for free with Prime Delivery



19

Movies and TV shows watched with Prime Video



0

Songs listened to with Amazon Music Prime. [Start listening now!](#)

Does not include Add-On subscription usage from Amazon Music Unlimited Plan, and Prime Video Rentals or channel subscriptions.

What will they lose if they don't work with
you?

What is that story?

10

When we receive unexpected value we feel joy.

Tell the story **of the unexpected**.

Businesses don't have to choose between
selling painkillers or vitamins.

Businesses don't have to choose between
selling painkillers or vitamins.

You can also sell candy.
And people love candy.

Katelyn Bourgoin



What unexpected delight will feel like
candy to your customer?

What is that story?

Marketing gets people's attention.

**But storytelling gets them to trust you &
remember you.**



who do they **want to become?**

who can **you help** them become?

help them imagine themselves **there**

start story**selling**

Valerie Garcia

