

7 Storytelling Secrets to Captivate Your Customers

COPY ARC

USING STORYTELLING TO MAKE YOUR WEBSITE SELL.

Your Recipe for More Engagement and Sales

What's the most precious commodity online?

(And no, it *isn't* cold, hard cash...)

It's attention.

Now, there are so many attention "black holes" online it's ridiculous:

Click-bait news sites.

Social media.

YouTube.

Etc.

Big budgets can't buy the attention you need to sell. Not anymore. You can't just strong arm your way into getting someone to listen to *you*.

This is actually GOOD news for you!

Why?

Because, unlike Apple or Google, you don't have fat stacks of cash to "play around with."

You need that invaluable attention, but you can't buy it. Neither can anyone else.

The playing field's been leveled. You can EARN the attention of your target customers...

And you can do it whether you have an 8-figure budget... or a 3-figure one.

How?

By captivating people with storytelling.

The techniques in this report have worked for thousands of years. 99% of your competitors aren't using them.

They lay a foundation for long-term, *profitable* relationships. No hacks. No gimmicks.

Ready to turn to true storytelling masters for advice and see how to apply it in your business?

Let's dive in:



7. Make the Customer the Hero

"Nobody is 'the bad guy' or 'the best friend' or 'the whore with a heart of gold' in real life; in real life we each of us regard ourselves as the main character, the protagonist, the big cheese; the camera is on us, baby..." - Stephen King

People *used* to look at ads just because they were there.

That worked for a while...

Until the *sheer number* of them piled up faster than the money in a dictator's slush fund.

Now, people are a lot pickier about the ads they pay attention to. Their brains even block them out on a subconscious level!

Your target customers are ruthless. They make snap decisions about your copy whether you like it or not.

And they *should* be ruthless. After all, there's only so much time during the day...

Bottom line: copy that isn't immediately relevant to the people who read it gets ignored without mercy.

How can you handle that?

How can you encourage more people to make the "right" snap judgment about you—one that gets them engaged with your messages?

By making them the hero of the story. Always.

Ever seen copy that drones on and on... about the business (or people) that wrote it?

I bet you have. And I bet my last dollar you didn't pay attention to it for long. Copy like that doesn't answer a KEY question on your audience's mind:

"What's in it for me?"

Glossing over that question is a *cardinal sin*. It'll leave you dead in the water before you even begin.

You probably care a lot about your product specs, how long you spent developing it, etc...

But can you say the same for the people reading your copy? You know, your potential customers?

It's easy to get so excited about what you're selling you end up ranting and raving about it.

But what you're really doing is *stealing the spotlight* from the people you're relying on to make conversions:

Your readers!

Your audience wants to read about their problems. They're only interested in you in the context of how you could help them.

So give them the center stage they crave. Go through your copy line by line with a fine-toothed comb.

Ask yourself whether a potential customer would care, or if you're just talking something that gets you excited.

Action Steps

- Limit words like “I,” “our company,” and “we.” Use “you” to address people *directly*. Speak to an individual, not a faceless group. It makes people feel understood—and valued.
- Every time you mention a product feature, ask yourself “so what?” How can the feature help the customer? “Translate” every feature to valuable, tangible benefits.
- If you struggle to see your copy from an outsider's perspective, have a harsh (but fair) friend go through it and mark all the boring parts. Bonus points if your friend falls in your target market.
- Make an “avatar” of your ideal customer. Get *detailed*. What do they want? What are they struggling with? What are their greatest fears?

6. Set High Stakes



"Be a sadist. No matter how sweet and innocent your leading characters, make awful things happen to them--in order that the reader may see what they are made of." - Kurt Vonnegut

You could have the smoothest copy in the world. A bunch of ten-dollar words. Beautiful prose. All the bells and whistles...

But it will *still* fall flat if you don't give your audience something to care about.

No, I'm not suggesting you literally become a sadist...

But Vonnegut's point is right on.

Writing good copy is like baking metaphorical bread:

You have to "get a rise" out of people before they'll buy.

You need to stir them up before they'll even think about responding how you want them to.

High stakes is like the *yeast* that makes the bread rise.

Your audience is the leading character—the hero—in the story you're telling.

Great.

But what happens if that leading character *doesn't* take action?

Does it even matter?

Does anyone care?

Remember. Even if someone's interested in how your business could help them, they're used to *not* doing anything about their problems.

Non-action is the status quo!

And what motivates people to ditch the status quo and finally pull the trigger?

High stakes.

Mediocre stakes—or no stakes at all—won't cut it.

Those make it too easy for people to hesitate. To put things off for “later.” Except later never comes... and visitors don’t become buyers.

Unless you spell out *serious consequences* for not taking action, you don’t have a chance.

What terrible things will happen if someone *doesn’t* do business with you?

What awesome things could happen if they did?

Don’t assume your audience already knows this stuff. Lay it out in all its gruesome details.

Even if someone understands the consequences of not acting on a *logical* level, you’ll get through to them better by stirring them up on an *emotional* level.

Conflict drives great stories. It drives great copy too.

And you can’t have real conflict without stakes that matter. There’s no reason for your audience to feel invested in how things turn out.

Action Steps

- “Dramatize” your stakes. Use powerful, emotional language to describe what’ll happen if someone doesn’t convert (and all the great stuff that *will*). But don’t over exaggerate or make empty promises. Those destroy your credibility.
- Whenever you can, crank up the stakes by adding an element of *urgency*. Limited availability, time-sensitive offers, and screening potential customers (on criteria that makes sense for your business) are all good ways to give people an extra nudge.
- It’s much easier to sell *cures* instead of *prevention*; your audience is already feeling the consequences. Consider the benefits of your offer. If they’re mainly long-term, how can you reframe them to cover problems your audience is dealing with *now*? Sell short-term *and* long-term.



5. Start with the Ending in Mind

"Come up with your ending before you figure out your middle. Seriously. Endings are hard; get yours working up front." - Emma Coats

Ever read a story where the tension builds and builds until your heart's about to burst out of your chest...

Only to have the ending just... suck?

There's *nothing* worse.

Don't bad endings make you feel cheated?

It's like the storyteller "bait and switched" you...

They suck you in with all these flashy scenes and characters. And they leave you holding the bag at the end.

Now, you can't get back all your precious time and attention.

You tear up your book in protest. Rush over to Amazon and give it a terrible review. And, you vow to never read any of that author's stuff again.

Things are a lot different for great stories (and great copy). Their endings "pay off" for the audience.

They pay off because they meet expectations they've built up earlier on.

Here's the deal...

The beginning of your copy creates expectations for your audience.

This happens *extremely* fast:

By the time someone gets to the end of your headline, they've already started making lots of assumptions about the story you're going to tell.

This means that your "opener" copy (whatever catches people's attention) acts as an implicit promise.

Here's a quick example to give you a better idea of what I mean:

If you stumbled on a sales page with the headline “How to Lose 5 Pounds in 14 Days,” expectations start to form in your mind.

Expectations like:

- The “story” of the copy will be weight loss
- You’ll find an answer/solution to lose weight if you keep reading
- And, this answer/solution will work quickly

It’s up to whoever wrote the copy to meet those expectations...

That’s how you create a good ending—one that “pays off.” Which makes people much more likely to convert.

Every piece of copy you write (or record, or whatever) creates specific expectations...

And it’s up to you to meet them! Give your audience the satisfying ending they’re looking for, and they’ll give you more business.

A c t i o n S t e p s

- Stick to 1 “ending” for each piece of copy. What is your *single conversion goal*? Trying to get people to do multiple things at once overwhelms them. They probably won’t do anything at all. Don’t give your copy 7 endings like the *Lord of the Rings* movies!
- Once you decide on your conversion goal, work backwards. What will it take to get someone from point A to that goal? Which hesitations, potential objections, and obstacles do you need to address?
- Make your copy easy to digest. Use short sentences, words, and paragraphs. And plenty of white space. The less “work” it takes to get through your copy, the more likely someone makes it to the end.
- Remove “friction” that stops people from engaging and acting on your copy. How can you minimize the risk of taking action? Testimonials and strong guarantees are great places to start.



4. Light Them up Right at the Beginning

"Something shakes up the situation, either from external pressures or from something rising up from deep within, so the hero must face the beginnings of change." - Joseph Campbell

2 seconds. 3 if you catch someone on a good day.

That's all you have to get attention and pique the right people's interest.

Your target customers are dealing with a *barrage* of copy. It's everywhere they look.

Most marketing messages are like uninvited houseguests who talk too loud, drink too much, and refuse to leave...

But yours don't have to be.

You can suck people in straight from the jump. Like a great novel, your copy can get people intrigued—and wondering what happens next.

Forget fireworks shows and grand finales. Great copy is “front loaded.” You come out *swinging*.

What's your *best* reason someone should act? Have you worked it into your *first* paragraph?

People are in a daze from seeing so many generic, predictable ads. **Yours can break them from that routine—and wake them up.**

Action Steps

- Study great fiction. Break down opening paragraphs to see how they suck you in. Magazine headlines are great to study too!
- 3 attention-grabbing principles: 1) imply a valuable benefit; 2) talk about something newsworthy; 3) get people curious by creating open information loops.
- You don't need to persuade someone to convert yet. All you need to do: persuade them to *keep reading*. Focus on getting your foot in the door.

3. Let Loose on the First Draft... Then Clean up

"Write drunk. Edit sober."
– Ernest Hemingway

You want to write the most compelling copy possible...

But you don't have time to spend a year locked away reading copywriting books.

I get it. You have a freaking *business* to run. You can't spend countless hours agonizing over every little word.

(That's why people pay people like me to do that for them!)

But your time constraints can actually work to your *advantage*.

Having *less*—not more—time can actually help you write better copy and free up time for other areas of your business...

If you're willing to "write drunk and edit sober."

But hold up a second before you go rummaging through your cabinets for that bottle of whisky.

I'm not saying you actually have to be... under the influence to make this work for you.

(That can get counterproductive in a hurry...)

"Write drunk, edit sober" isn't a literal prescription. It's a *mindset* shift.

Once you know:

- 1) The people you're writing the copy for
- 2) The specific offer you're making them
- 3) And what you're trying to get them to do...

Let it fly!

Just dump every word on the page as fast as you can.

No need to worry about structure, grammar, or any of that other nonsense your English teacher scolded you about. Not yet.

Your inner critic will still be there, hanging around. But you can outrun him.

Just get it all down—everything that seems even remotely persuasive. Forget “picking one angle.” Get them all down.

Writing drunk will kick your production into a gear you didn’t know you had.

You’ll write faster, and you’ll write *better* too!

After you sprint to the end of your first draft, give yourself a second to wipe off the sweat and grab a Gatorade.

Wait a few days and go back to the first draft again with fresh eyes.

Now’s when you start putting everything in order. Snipping tangents. Tinkering with your

words until they get you so excited you’re jumping up and down in your seat.

But you can’t edit until you have something to work with—some raw material.

Get it down first, and get it down fast. Then you can sweep back through with a critical eye.

Action Steps

- Do a brain dump. Make a list (or use index cards) of your offer’s features, benefits, and potential objections. Get it all down. Spend some time chewing on it. This gets your brain churning and primes it for writing.
- Eliminate distractions. Lock yourself in a room where you won’t be disturbed. Turn off your phone. Disconnect your router. Yell at the kids down the street to be quiet if you have to. Whatever it takes to *focus*.
- When you’re ready to write, set a timer for 30 minutes or an hour and *keep writing* until you finish or that timer beeps. Sometimes it takes a few minutes to get into flow. Don’t worry about it. Keep going.



2. Provoke Emotions Using Sensory Details

“Don’t tell me the moon is shining; show me the glint of light on broken glass.”
– Anton Chekov

You know *Star Trek*?

Spock would probably be the *worst* salesperson in the world.

Imagine the dude trying to sell you a car...

He’d run circles around you when it came to logic.

He’d overwhelm you with *rational* reasons why you should buy...

But he’d come up short on something crucially important: *emotional appeal*.

Convincing people to act using logical reasons has its place...

But it’s useless if you don’t get your audience riled up emotionally *first*.

Emotional appeal is what drives people past the tipping point so they’ll willing to act.

Something key to remember here:

People make buying decisions for emotional reasons. Then they use rational appeals to justify those decisions.

Businesses that *don’t* appeal to their audiences emotionally don’t give them the foundation they need to buy.

This emotional appeal can be positive, negative, or a mixture of the two. It just has to *be there*. And be powerful enough to stir people up.

One of the *best* ways to provoke your audience’s emotions?

Using sensory details to temporarily bypass their rational thought process.

This is a great storyteller's bread and butter:

They describe things in a way that gets you seeing, smelling, feeling, hearing, and tasting what their characters are going through.

They make you feel like you're really there... just by using sensory details to activate the power of your imagination.

You can do this too!

Get your audience picturing how different their lives could be if they did business with you.

You *aren't* selling a product or service...

You're selling a different life.

What does that better life look, sound, smell, feel, and taste like?

Paint it in vivid detail. Their imagination will fill in the blanks. They'll start seeing possibilities they never saw on their own.

Then, once you have them emotionally, you back up your copy with logical appeals.

So it's a 1-2 punch:

- 1) Get them into an emotional buying state
- 2) Offer logical reasons they use to justify their emotional desire to buy

Action Steps

- Jot down a “before and after” snapshot. The “before” section captures what your target customer's life looks, feels, tastes, sounds, and smells like *now*. (It helps if you've created a customer avatar). The “after” section captures how these senses will change once someone converts.
- Weave the language from your snapshot into your copy. This will grab attention right away... and motivate people to act by getting them to *feel* a better future instead of thinking about it in an abstract way.
- Don't be afraid to target “shallow” emotions like vanity, status, or pride. These are huge motivators and drive a *ton* of buying decisions. Feel free to massage your target customer's egos too.



1. Let Your Personality Shine Through

“Start telling the stories that only you can tell, because there'll always be better writers than you and there'll always be smarter writers than you. There will always be people who are much better at doing this or doing that -but you are the only you.”
- Neil Gaiman

For your copy to be persuasive, your target customers have to know early on what you do and how it could help them.

That used to be enough. But in today's insanely competitive online space, that's just the start.

Your target customers also want to know *who you are*.

I know what you're saying:

“But Corey, didn't you say earlier that persuasive copy was *all* about the audience?”

Patience, grasshopper.

Yes, the target customer is the hero of the story...

But you're the one telling that story.

Your experiences and perspective are unique. Competitors can copy your business model, but (at least until human cloning is invented) they can't copy *you*.

Your one-of-a-kind talents, experiences, and perspective create a “secret sauce” that can flavor your copy for more conversions.

Your secret sauce can make your copy unlike anything your audience has ever seen...

And that's exactly what you want to do. To stand out. To be remembered.

Way too many businesses lose their voice in an effort to win everyone over...

And when you try to win everyone over, you don't win *anyone* over. Your message gets weak. Watered down.

I'm not saying you need to spout off on politics or religion...

But don't be afraid to let your hair down.

Keep the focus on your audience—always. But if something happened to you that ties in with a point you're making, weave it in your copy.

Kill “corporate speak” and boring, PC language on sight.

Don't be afraid to ticking people off.

Those people aren't your best customers anyway.

Your “tribe”—the special people whose values align with your own—will love you even more for taking a stand.

Great copy isn't *just* about moving as many people through your sales funnel as you can...

It's about getting *the right people* through... and filtering out all the rest.

Action Steps

- If you haven't do so already, identify your unique selling proposition (USP). Your USP is one aspect of business you do differently/better than everyone else. This is your “secret sauce.”
- Weave your USP into every piece of copy you create.
- Address your flaws *openly*. No product, service, or offer is perfect. Being upfront with your audience about this stuff wins their respect. It makes you more relatable, and it makes people more willing to believe other stuff you say.
- There's no rule saying you have to compare yourself *directly* to your competitors. Reframe your offers in creative ways to increase perceived value. E.g., if you're selling an expensive cooking book, don't compare it to other cookbooks. Compare it to price of cooking lessons, buying fancy kitchenware, etc.



Which Stories Will You Tell?

Even without much time or a huge budget, you have a weapon no one can take away from you:

You can tell stories.

And I call storytelling a “weapon” for a reason...

This is *powerful stuff* we’re talking about here.

Especially when 99% of your competitors have their heads in the clouds.

They’re so caught up on little details they forget the foundation of what it takes to persuade:

**Resonating with audiences emotionally.
Building authentic connections.**

Storytelling works in every niche. It doesn’t matter if you’re writing a sales page, recording a video, or anything else.

Stories make us human. We’re hard-wired to tell them... and pay close attention when we come across a good one.

The principles in this report are as old as language itself. They aren’t going anywhere...

The sooner you apply them, the sooner you reap the rewards. More engagement. More customers. Long-term, *profitable* relationships.

So start today.

Thanks so much for reading this report. Feel free to [reach out](#) with questions, feedback, or if you just want to say hi. I’d love to hear from you!

Sincerely,



P.S. If you got something from this, could you **email it to your friends and share it on social media**? With so many scammers out there, I want to get the word out that there’s a better to build authentic connections. Thanks again.



About the Author



Corey Pemberton is a [freelance copywriter](#) and digital marketing strategist.

He specializes in using storytelling strategies to help clients build authentic, profitable relationships online.

Corey founded Copy Arc to address a *set of specific questions*. Maybe you've found yourself asking them if you've ever struggled to grow your business online.

If you've ever asked yourself...

- “What’s the best way to get noticed in an increasingly competitive online space?”
- “How can I use content to get noticed and resonate with the people I want to become customers?”
- “How do I connect with people on a *human level* and get them to know, like, and trust me (without breaking the bank)?”

You're in the right place.

Go to [the Copy Arc services page](#) for more info about how he can help take your business to the next level. Simply fill out the form there and hit the “Send” button, and he'll take it from there.

If you want to know anything more about Corey or his work, [feel free to ask](#). He *does* like curious people!

