

THE SHORT FORM SALES STORY FRAMEWORK

This guide shows you how to write authentic short form stories that connect with your readers and make them want to buy.

This is different from typical long form sales copy.

There's less hype. It's less pushy. Less salesy.

There are six steps or sections in the Framework.

1. **The Cliffhanger Headline** - A specific moment that creates curiosity and makes people want to know what happened next
2. **The Introduction** - Brief background that establishes credibility while staying relatable and human.
3. **The Backstory** - The situation or struggle that led to the creation of whatever you're selling, told with specific details and real emotion.
4. **The Discovery** - The moment you found the solution to whatever you were struggling with, told naturally without hype or wild claims.
5. **The Benefits** - Explain how your product or service helps the customer, but do it using a "what happened next" theme ...describing the results you experienced after your discovery.
6. **The Call to Action** - A clear, low-pressure invitation to try what you've discovered, with strong guarantee

I'll walk you through each step and I'll give you multiple examples so you can see how this applies to different types of products and markets.

Then we'll tie it all together with an example story, followed by a breakdown of each section of the example story itself.

IMPORTANT: Everything I'm about to show you works ONLY if your stories are 100% true. Don't make stuff up.

Even though this is a story and not a traditional long form sales letter, we still need a headline. It's a different style than what you're probably used to. Let's go.

SECTION 1: THE CLIFFHANGER HEADLINE

Your headline has ONE job - to make people stop and read your message.

But a story headline is different from the usual "Big Promise" headlines you're used to seeing in most sales letters.

Let me show you exactly how this works by giving you some examples.

For Weight Loss:

- *"When my skinny doctor laughed at me, I actually threw my dress at him..."*
- *"I love doing this on Fridays to make the other moms at school feel jealous."*
- *"My skinny sister-in-law thinks I had liposuction ...and I'm going let her keep thinking that :-)"*
- *"The trainer at my gym keeps asking what surgeon I used..."*

For Making Money:

- *"The landlord saw my bank statement and thought I was a drug dealer."*
- *"I wear the rattiest clothes I own whenever I go to the bank ...just so I can see the look on their faces when they pull up my balance..."*
- *"The guys at my high school reunion asked if I stole the money or inherited it."*
- *"The check they wrote me was so big, I thought it was fake..."*
- *"The first time I won the lottery, I thought I just got lucky..."*
- *"When my rich friends found out what I was doing, they stopped talking to me..."*

Let's break down why these headlines work so well:

1. The Skinny Doctor Headline

"When my skinny doctor laughed at me, I actually threw my dress at him..."

- Taps into the frustration of being judged by someone who's never struggled with weight
- "Skinny doctor" immediately creates a picture
- "Threw my dress" shows a moment of standing up for yourself
- Makes you want to know what happened next

2. The Bank Teller Headlines

"I wear the rattiest clothes I own whenever I go to the bank ...just so I can see the look on their faces when they pull up my balance..."

- Playfully turns the tables on being judged by appearances
- "Rattiest clothes" is a specific, vivid detail
- Implies significant success without bragging
- Has that satisfying element of proving assumptions wrong

3. The High School Reunion Headline

"The guys at my high school reunion asked if I stole the money or inherited it."

- Taps into the universal desire to prove doubters wrong
- Shows success without directly stating it
- "The guys" is more specific and real than "everyone"
- Their assumptions make them look foolish, not you

4. The Sister-in-Law Headline

"My skinny sister-in-law thinks I had liposuction ...and I'm going let her keep thinking that :-)"

- Playful rather than bitter
- Implies dramatic results
- The smiley face makes it mischievous instead of mean
- Everyone knows that judgmental relative

What All Of These Headlines Have In Common:

They're Specific

- Not just "doctor" but "skinny doctor"
- Not just "clothes" but "rattiest clothes"
- Not just "people" but "guys at my high school reunion"

They Tap Into Shared Experiences

- Being judged by appearances
- Dealing with skeptical relatives
- Proving doubters wrong
- Standing up for yourself

They Imply Success Without Bragging

- Through others' reactions
- Through specific situations
- Through natural moments

They Create Curiosity

- Make you wonder what happened
- Hint at a method or system
- Promise an interesting story

Now that you've got the reader's attention, it's time to reel them in.

SECTION 2: THE INTRODUCTION

This is where most people mess up.

They jump straight into selling something or trying to sound impressive.

But that's not what we want to do here.

Your introduction needs to do one thing: **make a connection with your reader while making them want to read more.**

Here's an example of a strong introduction:

"My name is Frank Kern. I'm a very introverted business coach. I know it's strange to be an introvert and a coach but well, that's me. I live in a tiny town in California called Rancho Santa Fe. It's so small we don't even have a stoplight. And even though I'm a total introvert, I managed to build a huge coaching business with over 1,200 clients paying me every month."

Let's break down why this works:

- Simple introduction
- Something relatable (being introverted)
- A small, human detail (town with no stoplight)
- A hint at success (but not bragging)

Here's another example:

"I'm Sarah Chen. Up until two years ago, I was the person everyone wanted to stand next to in group photos - because I made them look thin. I live in suburban Chicago, and don't have a background in fitness or nutrition. But I've helped over 1,000 people transform their bodies."

Key Elements of a Strong Introduction:

- Be real and vulnerable
- Include specific details
- Make a human connection
- Hint at transformation
- Keep it simple

We're not trying to make them think we're amazing.

We just want to be relatable ...

And we want them to stay curious so they'll read ...

SECTION 3: THE BACKSTORY

This is where things get really interesting...

Your backstory needs to do two jobs:

1. Make your reader think "Yeah, I know exactly how that feels"
2. Set up the discovery you're going to share later

Let me show you how this works with some examples:

Example 1: Weight Loss Backstory

"I was too tired to go out with my friends at night. I was even embarrassed to go out on weekends by myself. I waddled when I walked, I sweat when I ate. I wore anything loose that would hang straight down and wouldn't cling. I wasn't just overweight - I was fat. I was 5'4" and weighed 204 pounds. I went to my doctor for help, but I wasn't optimistic. I tried 14 different diets one by one, and I failed at all of them."

Why this works:

- Specific details (exact height and weight)
- Real emotions (embarrassment, shame)
- Relatable daily struggles (avoiding social situations)
- Sets up the need for a solution

Example 2: Business Backstory

"Up until a few years ago, I was a total failure in business. I'd flunked out of college, and the only job I could get was going door-to-door selling credit card terminals. I remember calling on a restaurant one day and the owner angrily threw me out because they were busy. I was used to rejection, but that day was really bad because some of my friends from high school were eating lunch there. They saw the whole thing. They laughed at me as I scurried out the door, embarrassed and ashamed."

What makes this powerful:

- Specific moment (the restaurant incident)
- Real humiliation we can feel
- Witnesses to the failure (friends from high school)
- Natural build-up to needing a change

Example 3: Money Backstory

"Every month was the same routine - rob Peter to pay Paul. I'd shuffle money between credit cards just to keep the minimum payments going. The worst part is I was doing everything 'right.'

I had the good corporate job. The sensible investments. The 401k. But I was still drowning. The breaking point came when my daughter asked for \$20 for a school field trip, and I had to tell her we couldn't afford it. Me, with my fancy degree and corner office, couldn't spare twenty dollars."

Notice how each backstory:

- Uses specific details
- Shows real struggle
- Creates emotional connection
- Makes the pain relatable
- Sets up the need for change

The key is to make your backstory specific enough to be believable but universal enough that your reader sees themselves in your story.

Basically, the backstory's job is to set the reader up for the next part ...

SECTION 4: THE DISCOVERY

This is where you bridge from the problem to the solution.

But you can't just jump straight to "and then I found this amazing thing!"

You have to tell them what happened and how it happened.

Let me give you some short examples:

Example 1: Weight Loss Discovery

"My doctor listened carefully and recommended an entirely different program. This wasn't a diet - it was a unique new weight loss program researched by a team of bariatric physicians. The program itself was developed by James Cooper MD of Atlanta, Georgia."

Example 2: Making Money Discovery

"I was scrolling through my failed Facebook ads one night when I noticed something odd. The worst-performing ad had one comment that changed everything. A customer had accidentally revealed the exact words they used when searching for our service. That single comment led me to completely rebuild our targeting strategy."

Example 3: Real Estate Discovery

"After my tenth failed listing presentation, I started asking the sellers who turned me down why they chose another agent. Their answers revealed a pattern nobody else was seeing. It wasn't

about commission rates or marketing plans - it was something so simple, most agents never even consider it."

Why These Discoveries Work:

- They feel natural, not forced
- They often come from unexpected places
- They show a process of learning
- They maintain credibility by being specific
- They hint at the solution without revealing everything

The Discovery Formula:

- Start with a specific moment
- Show how you stumbled upon or developed the solution
- Include credible details
- Keep it believable
- Lead naturally to the benefits (we'll talk about those next).

What to Avoid:

- "Miracle" discoveries
- Overnight success stories
- Vague or mysterious sources
- Anything that sounds too good to be true

Actually, to most readers, EVERYTHING sounds too good to be true.

They'll be skeptical and we'll deal with that head on.

You just want to avoid sounding like a typical hyped up marketer.

Otherwise they'll quit reading and you won't get to show them ...

SECTION 5: THE BENEFITS

This is where you show what happened after the discovery.

Most people mess this up by skipping straight to the end result without showing the journey.

...And they don't address skepticism.

Here are some examples of how to do this right.

Example 1: Weight Loss Benefits

"I started the program on January 22nd. Within the first four days, I only lost three pounds. I was disappointed, but during the three weeks that followed, my weight began to drop rapidly. Within the next 196 days, I went from 204 pounds to 133 pounds. To me, it was a miracle - this was the first time in my life I'd ever lost weight and kept it off."

Then immediately address the skepticism:

"How can you eat so much and still lose weight? The secret isn't in how much you eat - it's in the specific combinations of foods you eat in each 24-hour period."

Example 2: Making Money Benefits

"I launched my first campaign using this new method on a Tuesday morning. By Friday, I'd generated \$2,347 without spending anything on ads. I actually thought there was a mistake in my payment processor. But then the next week brought in another \$3,892. Within 30 days, I had 27 new clients and my revenue hit \$13,500 - more than I made in three months at my old job."

The growth kept surprising me. By the 90-day mark, I was consistently bringing in \$27,000 monthly. Six months later, I had over 500 paying clients and had to start a waiting list."

But here's what really convinced me this was different - I started teaching it to others. Sarah, a single mom from Ohio, made \$4,200 her first month. Tom, who had failed at three other online businesses, landed 12 new clients in his first two weeks. Maria, a former teacher, quit her job after just 47 days using this system."

Then address the obvious question:

"You're probably wondering how this works without spending a fortune on advertising or doing any cold calling. I wondered the same thing at first. The secret is in something I call 'invisible marketing' - and it's actually easier than traditional methods. Instead of chasing clients, you position yourself so they come to you, already wanting what you offer."

Example 3: Real Estate Benefits

"I still remember my first listing using this new approach. I put the house on the market Thursday afternoon. By Saturday evening, we had 14 showings scheduled. Sunday morning, my phone wouldn't stop buzzing - three offers, all over asking price. We closed \$27,000 above our listed price, and the sellers couldn't believe how easy it was."

I thought it might be a fluke, but the results kept coming. Over the next six months, every single one of my listings sold within 14 days. The average sale was 11% above market value - in a

neighborhood where homes typically sat for 90 days and sold below asking. I never had to reduce a price, and the best part? Happy clients sent me 147 referrals in that period alone.

One seller, Jim Thompson, actually called me to ask if I'd made a typo on his offer sheet. 'Houses in this neighborhood never sell this high,' he told me. A week later, he was referring his entire office to me."

Then handle the skepticism:

"I know these results sound unusual in today's market. That's exactly what other agents said - until they saw the offer sheets themselves. The truth is, this approach works because it taps into something most agents completely miss: buyers aren't just looking for a house, they're looking for a specific feeling. Once I understood that, everything changed."

SECTION 6: THE CALL TO ACTION

This is where most people either get too pushy or too timid. Here's how to do it right:

Example 1: Weight Loss Program

"Obviously, I'm excited about this program. This is the first time it's been available outside of a clinical setting. We'll be happy to send you the complete system to examine for 35 days. Show it to your doctor. Try it. There's no obligation.

In fact, I'm so confident this will work for you that I'll take all the risk. If you don't see results within the first month, I'll refund every penny - and you can keep the program materials anyway. How's that for fair?"

Example 2: Business Training

"Would you like me to show you exactly how this works? I've put everything into a step-by-step system called 'The Invisible Marketing Method.' It shows you precisely what to do, what to say, and how to attract clients without ever making a cold call.

The complete system is normally \$997, but for the next few days, you can get started for just \$497. And here's the best part - if you don't land at least three new clients in your first 30 days using this method, I'll refund double your investment. Yes, double. That's how confident I am this will work for you."

Example 3: Real Estate Training

"Ready to start selling homes faster and for more money? Here's what to do next:

Click the button below to get instant access to 'The Feeling Seller System.' You'll get the complete framework, including my proven scripts, marketing templates, and the exact process I use to sell homes 11% above market value.

Try it for a full 60 days. If you don't sell your next listing faster and for more money than your last one, just let me know and I'll refund every penny. No questions asked, no hard feelings."

WHY THESE CALLS TO ACTION WORK

Let's break down exactly what makes a great call to action:

1. They're Low Pressure

Think about how you feel when a pushy salesperson is trying to close you. Nobody likes that feeling.

Notice how this one sentence takes away the used car salesman vibe:

"Show it to your doctor. Try it. There's no obligation."

See how different that feels?

It's giving the prospect control.

You can still tell them to order right away ...

And you can use a deadline if you want ...

But we're making it so they know they won't be "stuck" with the purchase if they don't like it.

They have plenty of time to make sure it's right for them ...after they buy.

It's a very subtle thing but ...

The psychology here is powerful:

- When you tell people to take their time, they often make faster decisions
- When you remove pressure, you remove resistance
- When you give control to the prospect, they're more likely to say yes

2. They're Specific

We tend to think that our prospects are just as familiar with our businesses and our sales processes as we are.

So we assume they know exactly what to do ...

And exactly what will happen after they buy.

They don't.

Look at these comparisons:

Vague: "Get started today!"

Specific: "Click the blue button below to get instant access to the complete system. Within 3 minutes, you'll have everything you need to start generating clients."

The specific CTA works better because it:

- Shows exactly what will happen
- Eliminates uncertainty
- Creates a clear mental picture
- Removes mystery from the process

When you tell someone the exact price (\$497, not "less than \$500"), the exact timeframe (60 days, not "two months"), and the exact process (click here, get access in 3 minutes, start using it today), you're making the decision feel safer and more concrete.

3. They Remove Risk

Everybody is jaded and skeptical.

It's normal.

And even if they believe you ...they might not believe in themselves.

For example, they might think your product really is amazing and it really does work.

...For everyone else but them.

This is usually due to some kind of underlying self doubt.

So we need to reassure them.

Look at these risk-reversal approaches:

- **Basic:** "30-day money-back guarantee"
- **Better:** "Try it for 60 days. If you're not happy, get a full refund."
- **Best:** "Use the complete system for 60 days. If you don't think it's the best decision you ever made, I'll refund every penny. Just email me. I won't ask questions or try to talk you

out of it. Plus, I'll let you keep all the worksheets and templates just in case you might need them later."

The best guarantees:

- Make it impossible to lose
- Put all risk on the seller
- Often offer more than just money back
- Make saying "no" seem like a dumb idea.

Psychological CTA Triggers:

These little "triggers" are all very subtle.

But when you add them up, they're extremely powerful.

The Ownership Trigger: When you say "Show it to your doctor," you're getting people to imagine already having the product. This creates mental ownership, making the sale more likely.

The Permission Trigger: Phrases like "Take your time" and "Try it out" give permission to be cautious, which makes people feel more comfortable buying.

The Specificity Trigger: Exact numbers and precise details ("497" instead of "about 500") create more trust than round numbers and vague terms.

The Risk Reversal Trigger: When you offer more than just a refund (keep the materials, double your money back, etc.), you demonstrate supreme confidence in your product, which is incredibly persuasive.

Remember: The goal of your CTA isn't to "close" anyone. It's to make saying yes feel like the safest, most natural next step.

Now let me show you how all these elements work together by showing you an example from start to finish.

I'll deliberately use a ridiculous product and story idea just to keep it fun:

Tying It All Together With An Example Sales Story: The Talking Cat

This sounds crazy but a talking cat saved my daughter's life...

Hi. My name is Sarah Mitchell. I'm a single mom from Dunwoody, Georgia and I'm almost embarrassed to tell you this story.

Dunwoody is a small town. And I used to be a veterinary technician.

So you can imagine how it can be a little scary to tell you that I have a talking cat ...and that your pets can talk too.

My cat first talked to me on a rainy Tuesday morning in October 2020.

I was rushing to get ready for work when our cat Max started acting strange. He'd never been particularly vocal, but that morning he wouldn't stop meowing and running between me and my daughter Emma's room. I kept shooing him away - I was already running late.

Then I heard it. Clear as day, like someone speaking inside my head. They were saying my daughter's name: "Emma!"

I ignored it because it was so strange. But as I turned to walk out of the door, Max walked right underfoot like he was trying to trick me.

Then I heard it again as Max kept darting in and out of my daughter's room. "Emma!"

Half-thinking I was losing my mind, I followed him.

Thank God I did.

Emma, who has severe asthma, was having a silent attack in her sleep. Her inhaler had rolled under the bed, and her lips were already turning blue. The doctors said if we'd found her even two minutes later, the outcome could have been devastating.

That morning haunted me. Had I really heard Max speak? Or was it just maternal instinct? I had to know.

I spent the next 18 months researching everything I could about animal communication. I interviewed animal behaviorists, studied breakthrough research from leading veterinary institutions, and documented thousands of cases of seemingly inexplicable animal behavior.

What I discovered stunned me.

It turns out that animals aren't just trying to communicate with us - they're actually speaking all the time. We're the ones who've forgotten how to listen. Even more fascinating, I discovered that children under the age of four can often hear their pets' thoughts clearly. But as we get older, we lose this natural ability.

My research revealed why this happens... and more importantly, how to get it back.

The first time I consciously heard Max again, I thought I was imagining things. He was sitting by the window, and suddenly I heard him thinking about the black cat that lives three houses down. "She's coming to taunt me again." Minutes later, that exact cat walked into our yard.

Then the conversations became clearer:

- "Your coffee is about to spill." (It was teetering on the edge of my desk)
- "Emma forgot her inhaler at school." (She had)
- "The mice are back in the garage." (They were)
- "The man next door is sick." (We later learned he had pneumonia)

I started hearing Max's thoughts as clearly as a phone call. But here's what really shocked me - once I taught these techniques to other pet owners, they started hearing their animals too:

- A skeptical veterinarian tried it with her German Shepherd and called me in tears. Her dog had been trying to tell her about a tumor that none of her medical tests had caught. They caught it early enough to save his life.
- A local police K-9 trainer discovered his dog wasn't "failing" training - he was actually detecting drugs in a different location than they were planting them. Turned out one of the training staff was hiding contraband.
- A woman's "aggressive" parrot wasn't just making noise - he was desperately trying to warn her about her faulty wiring. An electrician later confirmed it could have caused a fire.

The most amazing part is people started hearing their pets faster than I did:

- A mother finally understood why her cat kept knocking medicine bottles off the counter (her toddler was allergic to the new prescription)
- A dog owner learned his puppy could sense his seizures coming before any physical symptoms
- An elderly woman's cat helped her find her lost wedding ring by literally telling her where to look

How is this possible?

The secret lies in reactivating that same natural ability we had as children. I've outlined the entire process in my new book, "The Pet Whisperer Within: How to Understand What Your Pet is Really Telling You."

This isn't about teaching your pet tricks or basic obedience. This is about reopening a channel of communication that's been dormant since childhood.

In this 182-page book, you'll discover:

- The 3-minute daily exercise that reawakens your ability to hear animal thoughts
- Why your pet's "random" behaviors are actually clear messages (and how to decode them)
- The surprising reason some people can naturally understand animals (and how to develop this gift yourself)
- How to tell the difference between your imagination and real animal communication
- Why traditional training methods might actually be blocking your connection with your pet

But don't just take my word for it. Try it yourself.

I'm so confident these techniques will work for you that I'm offering an unconditional guarantee: Order the book, try the techniques for a full 60 days. If you don't start hearing your pet's thoughts clearly, I'll refund every penny - and you can keep the book.

The book is normally \$24.95, but as part of our first public release, you can get it for just \$14.95. This offer is only available to the first 500 readers, and it includes our comprehensive audio guide "Pet Communication Basics" (\$29 value) absolutely free.

Ready to hear what your pet has been trying to tell you?

Click here to get your copy of "The Pet Whisperer Within" now.

Your order is completely secure and as soon as you fill out the form, you'll be taken to a page where you can access the book and the audio.

I'll email you a link to them too, so you'll always be able to get them.

Remember, if you don't love this book, I'll return your money immediately and let you keep it anyway.

You have nothing to lose by trying it out.

But you have a lifetime of deeper connection with animals to gain.

Thanks for taking the time to read my story,

Sarah Mitchell

P.S. If you're skeptical, I understand completely. I know this sounds nuts. My friends used to call me the "crazy cat lady" before I taught them what you're learning in this book.

So I get it. That's why I'm also including all of my detailed research notes and case studies as an added bonus. You'll see exactly how and why these techniques work, backed by real science and real results.

And like I said, if you don't love this book, I'll return your money immediately and let you keep it anyway.

So click here to get your copy now.

Analysis: Why This Sales Letter Works

1. The Headline

"This sounds crazy but a talking cat saved my daughter's life."

This headline works because:

- Addresses skepticism before it arises ("This sounds crazy but...")
- Makes an extraordinary claim feel honest through the disclaimer

- Creates immediate curiosity
- Promises both supernatural elements (talking cat) and real-world stakes (saving a life)
- Feels like someone confiding a secret rather than selling something

2. The Introduction

"I'm a single mom from Dunwoody, Georgia and I'm almost embarrassed to tell you this story.

Dunwoody is a small town. And I used to be a veterinary technician.

So you can imagine how it can be a little scary to tell you that I have a talking cat ...and that your pets can talk too."

This opening works because:

- Addresses the reader's skepticism right up front (almost embarrassed to tell you this story)
- Makes her relatable. (Single mom. Small town of Dunwoody.)
- Shows vulnerability which increases trust. (You can imagine how it can be a little scary to tell you that I have a talking cat.)
- Uses authentic, conversational language

3. The Backstory

The emergency scene works because:

- Specific details ("rainy Tuesday morning in October 2020")
- Clear stakes (daughter's asthma attack)
- Concrete evidence (doctors' confirmation)
- Natural progression of events
- Mix of supernatural (hearing the cat) and medical reality

4. The Discovery

The discovery phase works because:

- Shows dedication (18 months of research)
- Links to something readers might have observed (children's abilities)
- Provides scientific context
- Makes the extraordinary feel possible
- Explains why we lose this natural ability

5. The Benefits Section

The benefits section starts with this phrase:

`"The first time I consciously heard Max again, I thought I was imagining things."`

It's right after we finish talking about the research.

And it goes right into talking about what happened after we discovered how we can talk to animals.

Here's what makes it work:

- Conversations became clearer.
- Other people started doing it.
- Different types of animals (cats, dogs, parrots)
- Various types of communication (warnings, locations, health issues)
- Each example builds credibility

6. The Call To Action

The Call to action stage begins with this sentence:

`"I've outlined the entire process in my new book, "The Pet Whisperer Within: How to Understand What Your Pet is Really Telling You."`

Here's what makes it work:

- Specific page count (182 pages)
- Unique and different promise. (Not about obedience. Reopening a channel of communication.)
- Bullet points give specifics about the book.

We add in risk reversal starting with this sentence:

`But don't just take my word for it. Try it yourself.`

The risk reversal works because:

- Long trial period (60 days)
- Clear success criteria
- Keep-the-book guarantee
- No complicated conditions
- Makes trying it risk-free

Notice that the price is revealed after we first present the risk reversal.

Almost like the price is an aside:

"The book is normally \$24.95, but as part of our first public release, you can get it for just \$14.95."

Then notice how we use specifics when we tell them to order:

"Your order is completely secure and as soon as you fill out the form, you'll be taken to a page where you can access the book and the audio.

I'll email you a link to them too, so you'll always be able to get them."

Then notice how we end the story and the offer by re-stating the risk reversal again:

"Remember, if you don't love this book, I'll return your money immediately and let you keep it anyway.

You have nothing to lose by trying it out.

But you have a lifetime of deeper connection with animals to gain."

Then notice how we reassure the reader in the P.S.

- We're addressing skepticism again. (If you're skeptical, I understand completely.)
- Reminding them of the proof elements. (Including detailed research notes and case studies.)
- Re-stating the guarantee again.

Final Thought:

The Story Framework works because we're all wired to learn through stories.

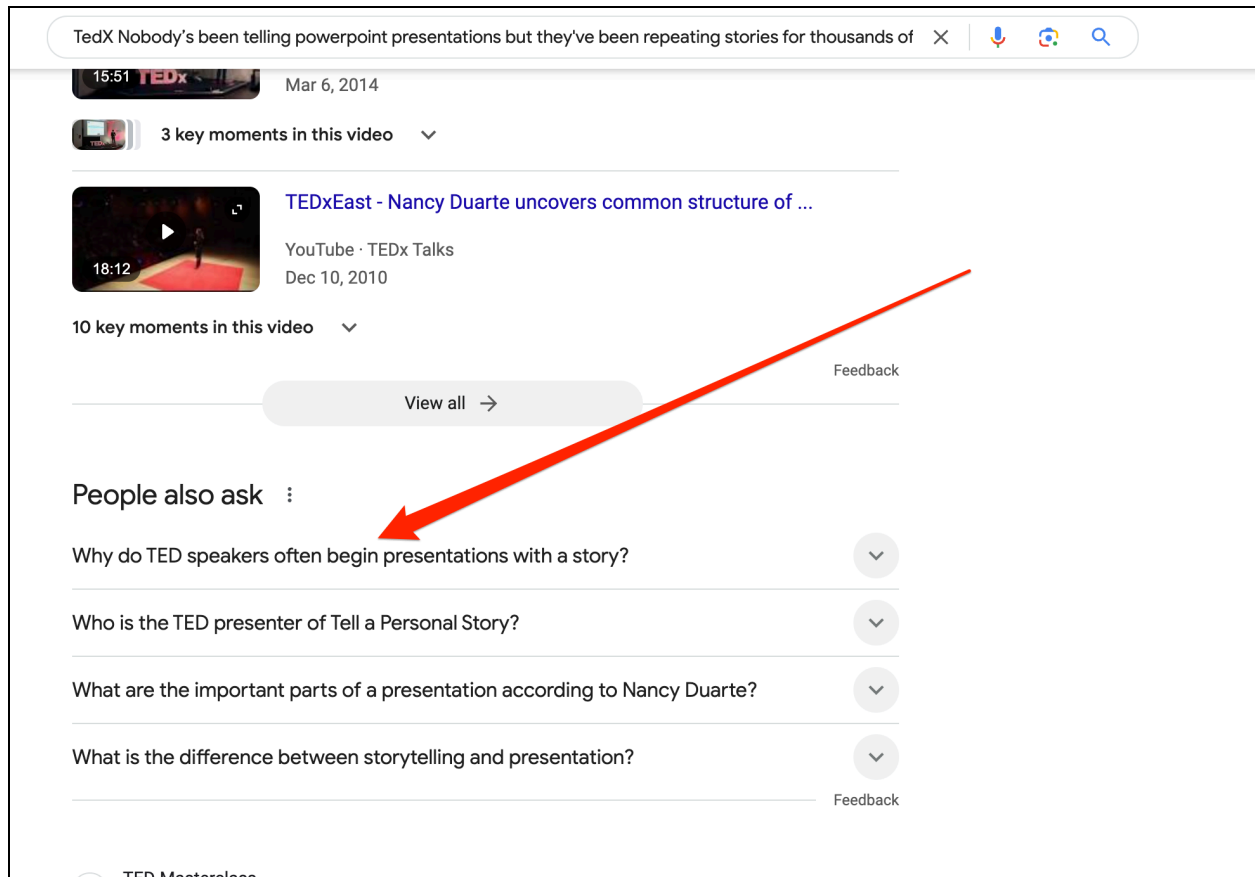
If you get the story right, it can do most of the selling for you.

I saw a Ted Talk once where the guy said something like "Nobody's been repeating powerpoint presentations but they've been repeating stories for thousands of years."

And you wanna know something funny?

I did a Google search for that quote to see if I could find the presentation.

Check this out from the results (next page) ...



“Why do Ted presenters often begin presentations with a story?”

Classic.

What a great way to prove the point.

Anyway, test this.

The framework has been working since before I was born.

I learned it by studying ads written by a guy named Bud Weckesser.

[You can see examples of his work here.](#)

[And you can learn more about him here.](#) (This site is a great resource for anyone who loves copy. The guy who runs it is a national treasure.)

Here's screenshot of one of Bud's ads.

It might be a little hard to read, but the links above will take you to better versions.

By the way, legend has it that he sold something like \$20 million worth of books.

With no “back end” or upsells.

Goes to show just how powerful the written word can be.

Damn.

The screenshot won't fit on this page.

Now I have to write something or else we just have a bunch of empty space and it looks weird.

OK.

Random story:

I once drove around with a serial killer.

Swear to God.

Actually, maybe he was just a regular murderer. He killed two people. I'm not sure how many people you have to kill in order to be an official serial killer.

I was 19 or so and I bought and sold used cars. I had this old Camaro for sale and he had an honest-to-God MONSTER TRUCK.

We were going to trade cars so we both test drove each car ...together.

Probably spent an hour with the dude. Alone.

He was around my age. Seemed totally normal.

We ended up trading cars ...and a few months later, he was arrested for shooting two college students while camping.

His name was Andrew Cook.

And his dad was an agent with the GBI.

[Here's a newspaper article about it.](#)

OK. Now we can paste one of ol' Bud's ads.

It's on the next page:

"On our way to the hospital we had to stop... and beg someone to cash our check."

By Mary Hunter, M.A.

You don't know me from Adam. But I think we may share a common problem.

I came to this country from Northern Ireland over 30 years ago. I was 15 at the time.

To help our family make ends meet, I worked behind a lunch counter at an F.W. Woolworth store in Painesville, Ohio. Two years later, I was working two jobs. The night my husband and I became engaged, we had 42 cents between us. So, to celebrate, we shared a hot dog and an A&W Root Beer.

Things didn't get much better after we married. Bud got a job as a teacher. But we were constantly in debt. Our bank in Elyria, Ohio, even refused to continue our checking account. So when I went into labor with our first daughter, we had to stop on the way to the hospital and beg someone to cash a check for \$50. Just so I could be admitted.

I was at the end of my rope.

But, one afternoon, something happened that changed my life. Totally. My husband and I were attending a bridge party given by some school administrators in Kent, Ohio. One of the faculty at our table began discussing an unusual small business that could be started at home. The business required creativity. And work. But we had three children at home. And I desperately needed a second income.

My husband and I discussed the project as we were driving home. We decided to try it.

The work involved kept us busy 8-9 hours each week. We used our dining room as an office and kept supplies in one corner of our hall closet.

At first our income was small—\$75 to \$95 per week. But, as the months passed, our "kitchen-table" income climbed to over \$680 per week. Naturally, we were delighted.

We explained the project to Bud's mother in Akron, Ohio. She was 71 years old and lived by herself in an apartment on West Market Street. But within the first 90 days she made over \$3,000. All by herself!

I can practically guess what you're think-

ing. "Here's another one of those envelope stuffing schemes. Or pyramid sales plans. Or party plans." No way. I've tried most of that nonsense myself. It was a waste of time.

Let me emphasize one thing. This is very important. This project requires time and patience. You have to begin slowly. But it's 100% your own business. And you can begin at home in your spare time, just as we did.

During the months that followed we corresponded with other people who were making money with a variety of other projects.

I talked with a housewife in Dubuque, Iowa, who's been earning thousands of dollars for over six years. She uses one bay of her garage as a work area.

- She makes up to \$200 per week in her spare time.
- She provides a needed service to her community.
- She works exclusively at home... using a card table. She doesn't need a special office of any kind.
- She works for no one else. There is no selling involved. Most of her clients call her at home. In fact, she installed a phone in her garage.
- Her service is so simple that almost anyone with a flair for crafts could start the same business in their own neighborhood within 20 days.

Two New Jersey housewives I spoke with started a similar project two years ago. Both of them have young children at home and households to run—in addition to their home based business. Currently, their part-time project is bringing them over \$35,000 a year.

A California couple using the same project we used made \$14,870 in just five months.

Obviously, this is exceptional income. What you may make will be up to you. But the income potential from some of these projects can be staggering. A husband and wife team I spoke with started a money project similar to ours. Last year, operating

full time, they earned over \$108,000—all at home on their farm in western Wisconsin.

To begin, you'll need some working space in your home or apartment. A telephone will help, too.

But you won't need "money". Many of the projects can be started for as little as \$50.

And you won't have to wait. Most of these projects can be started in just 15 days!

Quite frankly, I'm delighted to share these projects with you. The reason is simple. We won't be competing with one another. Most of these projects are local in nature. They can be started in thousands of neighborhoods all over America. The opportunity is nationwide.

I've put everything—complete descriptions of all the projects—into an easy-to-follow Starter Guide. Green Tree Press in Erie, Pennsylvania, is marketing it for us. And—if you're willing to work—I GUARANTEE you'll be delighted.

Our guarantee is simple.

1. Write your name and address on a plain piece of paper and enclose a check for \$12.95, BUT POST DATE IT 30 DAYS IN ADVANCE. That way it's not cashable by us or anyone for a full month. You can, in fact, stop payment on it any time during the next 30 days. It's not really money. So you'll be able to try a project without paying a penny. There is absolutely no risk to you.
2. We'll send you the complete Starter Guide immediately. If you're not absolutely delighted, simply return it within the 30-day period. WE'LL PROMPTLY RETURN YOUR ORIGINAL UNCASHED CHECK. NO DELAYS. NO EXCUSES. Or, try a project for six months. Even then, you have our unconditional money-back guarantee.

This is the fairest way I know to let you examine everything at no risk to you.

To order, send your name, address and post-dated check to me, Mary Hunter, c/o Green Tree Press, Inc., Dept. 927, 3603 West 12th Street, Erie, PA 16505.

AS SEEN ON NATIONWIDE TV

The complete story of two of our home money projects was recently featured on national television and appeared in several national magazines.

Green Tree Press, Inc. is a member of the Erie, Pennsylvania, Chamber of Commerce. Bank and Business references are available upon request.

TRY THIS TEST AT HOME

1. When your Guide arrives, select one project. Read the directions carefully. Remember to begin slowly. Don't rush.
2. Try it for six months. Check your progress.
3. At the end of this trial period, examine your income. If you're not completely delighted with the results, just return the Guide, and I will refund your full purchase price... no conditions... no delays.