Storytelling Workshop
Discover the Secrets of Creating Cash with Your Story!

Hook

Setup

Parachute

Theme

Transition

The Sell

Tie

With David Perdew

Niche Affiliate Marketing System, Inc.

http://nams.ws/nams
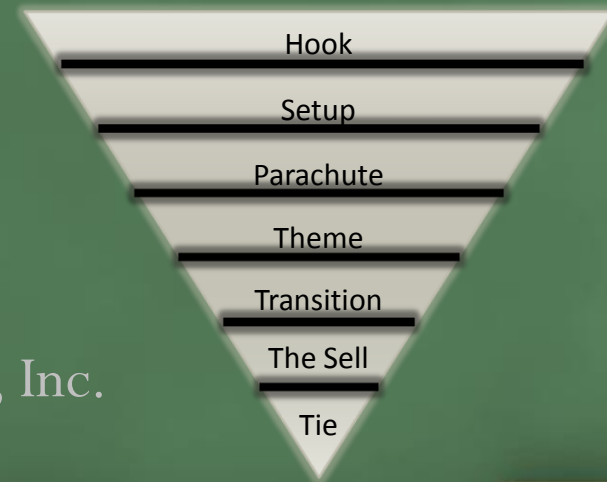
•Workshop Agenda

Two day, two hour sessions

Day 1 → Discover how to use structure to build your content:
Find relevant stories in every corner of your life.

Dig into a 7-step story structure that works every time.

Model good stories through imitation.

Discover the true language of stories.

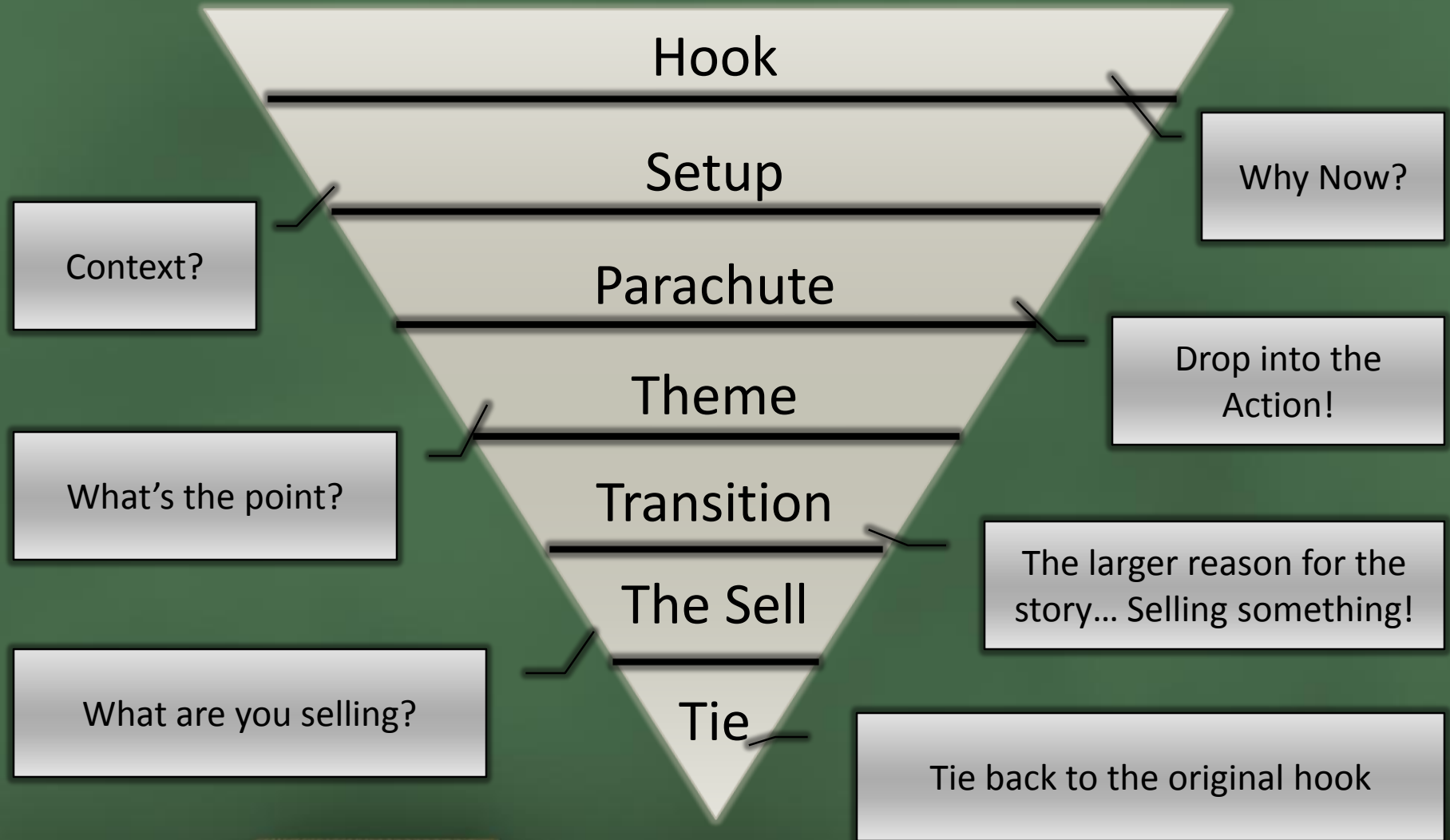Create a story on the spot using the structure.

Use a template to sculpt your story into a masterpiece.

Day 2 → Review Student writing samples live.

Parts of a Profitable Story

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Why Now?

Context?

Drop into the Action!

What's the point?

The larger reason for the story... Selling something!

What are you selling?

Tie back to the original hook

Get Templates

- Templates
  - Blank template
  - http://nams.ws/st1

  - Sample template
  - http://nams.ws/st2

The power of story…
Go to http://bad-dad.com

Have you blown it with your kids?

"Discover 10 Actions You Can Take To Earn Back Your Children's Trust... Guaranteed!"

Don't make the mistakes this **Bad Dad** did!

"Revealed for the first time: How to reverse years of damage to your relationship with your children? **Read Bad Dad: 10 Keys to Regaining Trust** to discover how to save the most important relationships in your life!"
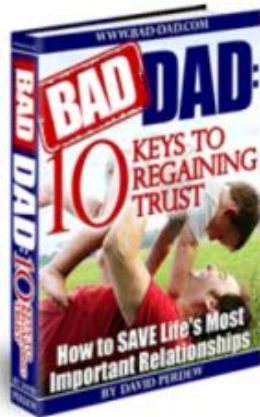
"... you won't be able to stop reading ..."

David Perdew held nothing back from his life experiences and miraculous turnaround in his ebook Bad Dad. If you are a parent, as I am, you won't be able to stop reading David's story. If you desire to improve your family life, read Bad Dad and apply it everyday. You and your kids will be glad you did.

Roger Carr
www.EveryDayGiving.com

http://bad-dad.com

Date: Wednesday 07-18-2012
From: David Perdew

Dear Friend:

- This was my first product…

- Personal Subject…

- Story on the page…

- Open http://bad-dad.com
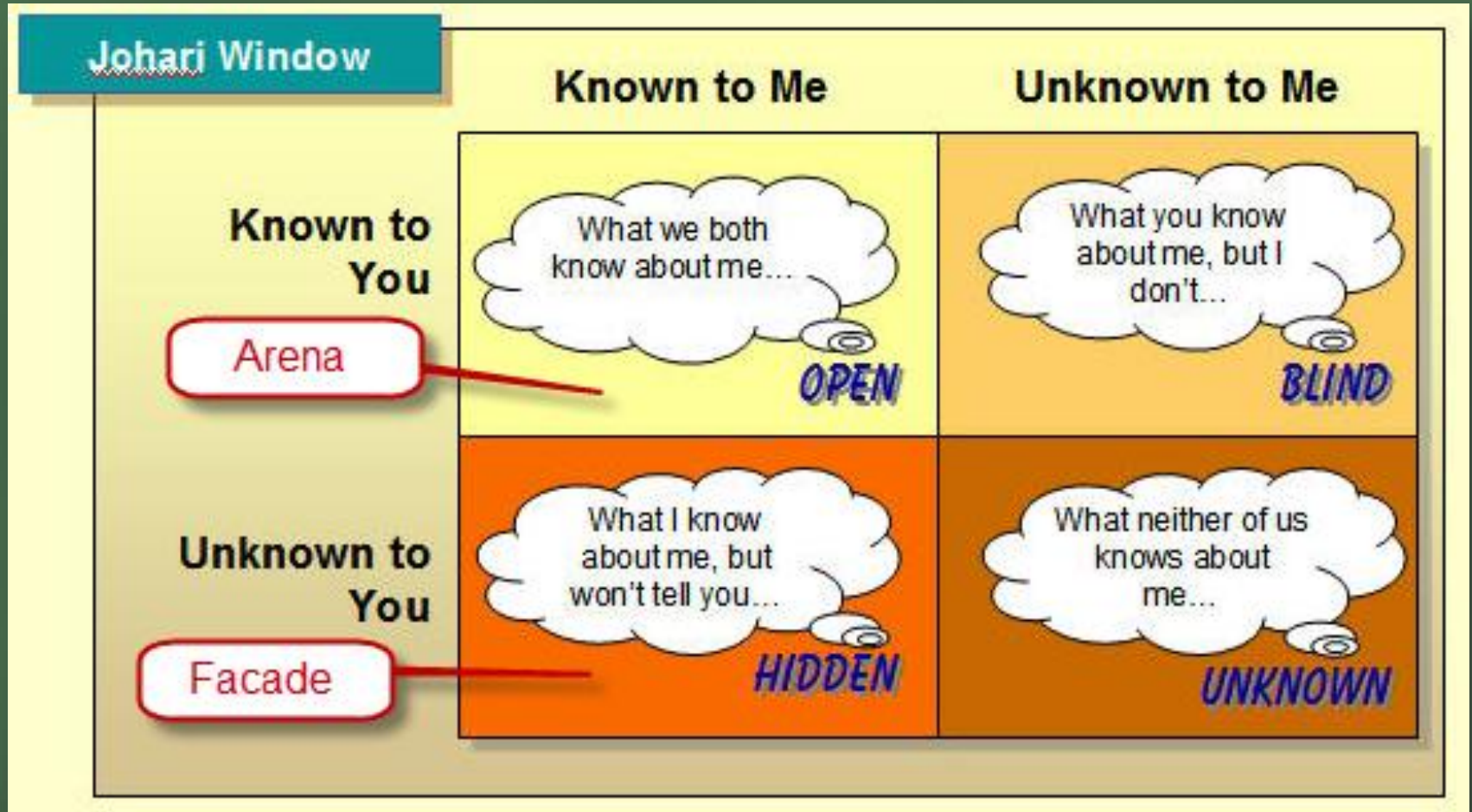
What's the purpose of storytelling?

By always being faithful to who I am, you'll get to know me as a friend!

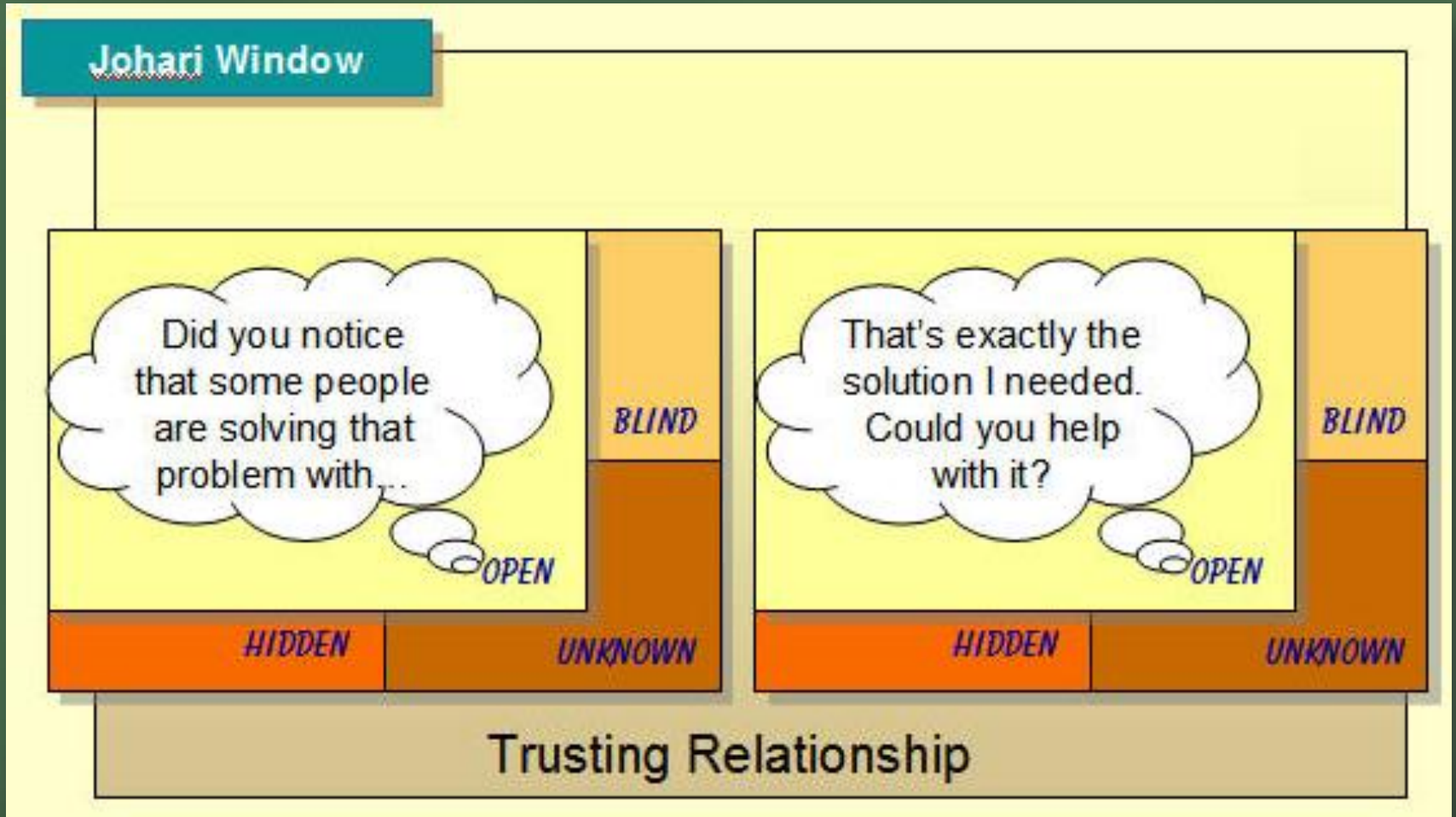- Shorten the road to building a relationship
- Know
- Like
- Trust

- Help

Getting to know me…
Know | Like | Trust

Getting to know me…
Know | Like | Trust

•Past , Present, Future
Write about it all…

- Trauma
- Family
- Lessons
- From there to here

- The point is: I'm human and understand what you have gone through

- Trauma
- Family
- Dreams
- Daily Challenges

- The point is: We're in this together! And we can help one another

- Dreams
- Goals
- Vision
- From here to there

- The point is: We all have somewhere to go – How do we do it?

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The Sell

What are you selling?

Tie

Tie back to the original hook
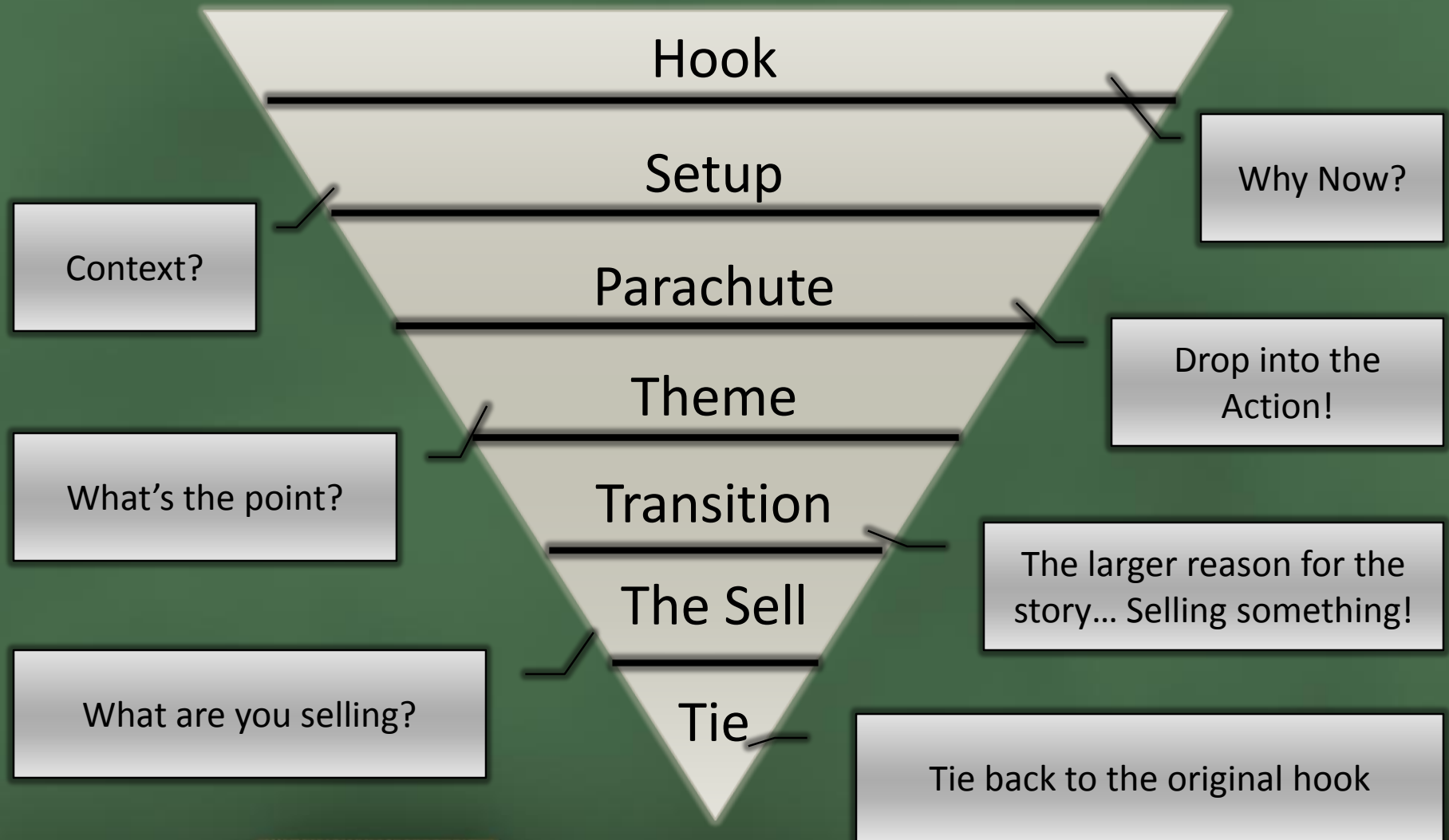
- **Hook**
- Why now?
  - News
  - Promotion
  - Holiday
  - Season
- Common factor: Time!
  - You could plan entire year of stories just by looking at your calendar
- Shock value – movie openings…
  - Where's the conflict?

Hook
Setup
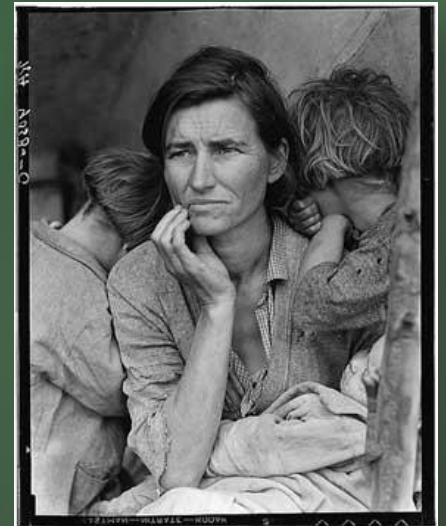Parachute
Theme
Transition
The Sell
Tie

- **Setup**
- What's the context?
  - You are the star...
    - Even if it's about someone else...
  - Paint the scene...
- Context is like a snake – Hold it too long and you're going to get bit!
- Just enough to understand a little, but not so much you don't care to stay with the story

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•Parachute
Think pictures…

http://nams.ws/bmwclive

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- **Theme**
- What's the point?
  - Quickest way to lose a reader is by confusing them.
  - Support the point
  - Foreshadow – what's coming next?
  - It never should be far from the sentence you're writing

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- **Transition**
- We've talked about the problem
- Here comes the solution
  - But not yet…
  - Stir it up a bit more…
  - Make it hurt…

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- **The Sell**
- What's the purpose of the sell?
  - Purchase
  - Sign up
  - Relationship
- Now you can introduce the solution
  - Make it clear that other solutions haven't worked

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•**Tie**

- Bring it back to the beginning
  - Resolve the story
    - Don't get artsy
  - Problem is solved unless…
  - They want to revisit it…
    - Suffering inevitable, misery optional

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Exercise: Download Grandma

http://nams.ws/fungrandma

- Use your template
- Identify the 7 steps in this article

Website: www.FunFitandHealthyGrandma.com (in the creation)

For the "**About**" page.

Who is the Fun, Fit and Healthy Grandma?

I am Ute Goldkuhle, the luckiest Grandma who belongs to the Pre-Boomer group, born before 1946. I feel fit and healthy and have so much fun with my six grandchildren between the ages of four and ten at this writing. They are learning sponges, eager to discover the world around them. They call me Oma which means Grandma in German, my native origin. One day my five year-old Granddaughter said: "Oma, you are sooo old!" I thought to myself: "Am I really that old?" "I will show them!" And Fun, Fit and Healthy Grandma was born.

When I became a Grandmother, I asked myself: "What kind of a grandmother do I want to be?" I wanted to be like those awesome Grandmas we read or hear about who are fun to be with and appear fit, healthy and well. But I questioned how to get there, be there, and sustain that upbeat spirit? I realized that my professional tools were not enough. I needed a community of kindred spirits of Grandmothers, so we can support each other to be that awesome Grandma we strive for.

I love to have Fun and also create it with the kids in so many simple ways just to elicit hearty giggles. Little do they know that it is my bribe to nurture my soul and kindle the spark once more of that innocent joy.

On good days I feel I am a Fit Grandma, not in any way an athlete. I just enjoy being active in the outdoors: hiking, biking, swimming, gardening and jogging/running. Within the last ten years I have run a few races: 5K, 10K, Half Marathon and my first Marathon at age 63. Though nobody was clapping anymore when I arrived at the final destination, I completed all 26.2 miles! And three years ago I enjoyed a marvelous 135 mile biking tour with a special friend and my little Dachshund Turby along the California Coast.

Every day I appreciate being Healthy and feeling well. Though I do not take that for granted. I pay attention to a healthful life, the things I eat and drink, and what brings me joy. But I have to confess, my sweet tooth nags me all the time. We have a daily fight going.

Sounds perfect, right? Not so fast!

This is my profile on my best days, weeks, or months if lucky. But then come the downfalls and setbacks we seniors cannot escape. The:

        nagging aches and pains here and there,
        struggles to open a can,
        exhaustion from activities that used to be part of normal life,
        and the slow recuperation, to name a few.

Writing
Grammar ain't all it's cracked up to be

- Be you!

- If you're from the south, write with an accent

- Focus on words that matter

- *1) "When my mother heard running water outside, she peeked through the window and glimpsed him running from the house to the barn with an empty can full of water as he tried to put out the flames quickly consuming the entire barn."*

- *2) "Hearing running water outside, mom curiously peeked through the window, squinting to see him sprinting to the barn with an empty pork 'n beans can filled with sloshing water as he tried to dowse the flames quickly eating the barn from the bottom up."*

- **What's in a Story?**
- I'll use Terry Dean's line:
  - Entertain
  - Educate
  - Earn
- A really successful story has all three
- You MUST keep reading
  - Boredom is your enemy
  - Attention span is your editor
    - Ever wander off while reading your own stuff?
    - Read out loud!

Your Assignment:

Use your template…

- Write a story.

- Don't spend a lot of time on the topic…

- Just start writing

- Submit your story for review at

  - http://nams.ws/storysub

- Sample stories

  - http://nams.ws/storysamples

•Questions? Need More Information?

Feel free to contact us.

Niche Affiliate Marketing System , Inc.

http://nams.ws/nams
http://nams.ws/join
http://NAMSsupport.com