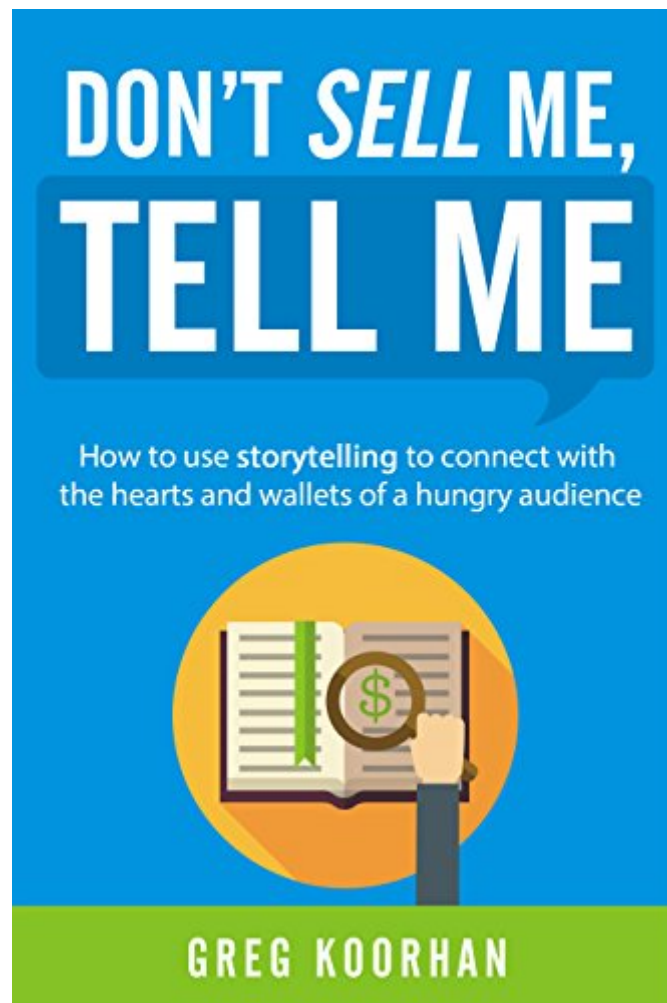


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# Don't Sell Me, Tell Me: How To Use Storytelling To Connect With The Hearts And Wallets Of A Hungry Audience



## Synopsis

Do you want to stand out from a sea of competitors, and not just sound like everyone else? Do you want to attract more profitable customers automatically? Are you struggling to create a memorable marketing message? Or are you tired of being the 'best kept secret' in your market? Business owners and entrepreneurs - you need to read *Don't Sell Me, Tell Me* - as soon as possible! In this book you will learn how to use storytelling techniques to build trust with your ideal audience, engage hungry buyers and banish mediocre marketing forever. You cannot underestimate the power of a good story. Learn how to apply the fundamentals of storytelling to your business and you can uplift, inspire and connect to the hearts of your audience. You can move them to tears, to laughter, and most important, you can move them to action! Packed with advice you can put to use right away, you will learn how to keep your audience eager and ready to hear from you. What pragmatic and actionable tactics will you learn? How to quickly communicate your unique value. The secret to connecting with the emotions of your desired audience. The foolproof method for standing apart from your competition. The most common marketing mistakes even smart business owners make and how to avoid them. The singular best way to create an authentic, consistent brand. Also the following insights: The 4 critical elements you must have in place to keep your audience engaged. Six different ways you can use stories in your business. A step-by-step guide for finding your most powerful brand voice. How to structure a story so that your audience feels compelled to listen. PLUS, examples to jumpstart the process! Here's what this book ISN'T: this isn't about picking new colors, redesigning your logo or developing your website. This is about building a consistent, unique and authentic brand that attracts your most profitable customers. How will your business improve? Follow a process only a few LEADERS in their markets have figured out. Get KNOWN for your unique value. Create content your audience LIKES and shares. Build - or rebuild - TRUST in your brand. Gather a loyal group of fans eager to BUY from you. Implement these techniques and watch your profits skyrocket. Learn how to tell a better story and connect with a loyal audience by scrolling up and clicking the BUY NOW button at the top of this page!

## Book Information

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## Customer Reviews

Don't sell me, tell me is an essential book for mastering the art of storytelling in such a way that you aren't trying to deceive, lie or manipulate but, to deliver your message that captures people's emotions. Finally there is a book that is focused on the strength of the relationship as the company's primary objective. Have you ever been approached by a salesperson and was turned off by their salesman approach? Or you tried to convey your feelings about a certain product but you were being ignored? To sum up a quote from the book: "When avoidance of consequences becomes the priority and we end up only telling the truth when its convenient, then we must carry around with us an uncomfortable inventory of past censorships." Simply put, if we are not looking deep enough, if we are avoiding a truth, we are lying to ourselves. What I love about this book is that it's full of practical and straightforward advice you can use for any business strategy. There is also a great workbook included [as a download] that gets you more involved in the process of crafting out your brand. If you suck at storytelling as a way to sell your brand and keep people interested, this book is for you. As someone who is building an online business, I found Greg's knowledge and expertise on storytelling to be exceptionally compelling. He speaks to you from the voice of someone who knows how to weave a good story. After reading through this I feel confident to make my story vibrate with impact instead of just sounding mediocre and flat. But also the importance of having it connect emotionally with customers, regardless if you are working in an

office or from home. I would definitely recommend this book to anyone serious about taking their business to the next level.

Chalked full of simple and seriously good information for any business owner. I personally own 4 business here in Hawaii and didn't even realize that I have been using a few of these techniques in my business from the start and can truly say that it is a huge part of why I am financially successful. Reading this book has really opened my eyes to my customers needs and wants and showed me how I can stand out from my competitors. I love the idea of "Tell me" with a story.... GENIUS! If you have business just do yourself a favor and read it.

10 Stars... This book is exactly what I need to build my business. What a beautiful take on how to build a business that truly has meaning for your customers. I love the workbook. I read through this once and will be using it over and over as a resource. Must read for anyone starting a business, building a business, or in business or writing a book, or blogging.. I guess anyone who wants to engage people. Fantastic content!

The ongoing challenge for any business is knowing how to get noticed, and stay relevant. It's all too easy to start well, but fail to maintain a strong voice above the crowd. As a way to overcome this, the author (Greg) suggests it's time to start telling a great story. He highlights the problems businesses fall victim to. These include saying the same thing as their competitors, or trying to use marketing "spin" to make something sound far better than it really is. This is where Greg says a good story becomes invaluable. He says a good story can engage a customer in ways a brochure or a list of features and benefits can't. Initially I was thinking about how a good company story could be helpful, however this book covers so many more opportunities to tell a great story than I imaged. He also discusses the types and structure of a good story. You are given very practical ways to design your own stories and how and where you can tell it.

A clearly written, concise book to help the reader understand how to get their message across to the potential consumer. I loved the way he wrote about how to communicate about what we stand for, and who we are. How do we clarify what our message is about? How do we build a brand based in what we believe in? The chapter on character archetypes was quite insightful and helped me to think about telling my story in my own voice, but also make it appealing to those around me. As a budding author myself, I worry about whether my story is compelling enough to draw people in. I've

taken many writing courses over the years, but this little book compresses so much information and packs a heft punch! I'm sure I will be re-reading this book many times over the ensuing months.

It has some amazing engaging content. I really loved the way the author has written the book in an interactive way to understand the book in better ways. Its a great read for start up business entrepreneurs who want to learn the basics of selling and engage the audience. The workbook has some great practical content which will actually gain you knowledge about how to start building up a business. I would highly recommend this book!

This book says it like it is and is so refreshing! It explains why our sign outside on the hot pavement saying nothing but COLD BEER is our most effective marketing. People come in laughing asking where the cold beer is. Of course our coolers cover half of our walls so it's easy to use to just smile and let them at it. Very useful book and so true! Thanks!

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