# An Introduction To Power Story

## By The End Of This Course

- You Will Be Able To Cut Through The Noise Online
- Gain Clients From Social Media And Google
- Have A System You Can Use To Grow Your Business
- Rank A Website Online
- Create Content That Gains Sales
- You will supercharge your marketing

# What Is A Power Story?

- A Power Story is a method to connect your customer with your business....it really is that simple.
- Through the power of stories you will be able to communicate what makes your business stand out and connect with the audience you seek to engage with.
- And in in the process position yourself as the only solution they need allowing you to charge higher prices and gain a better foothold in the market

# What A Power Story Is Not?

It is not a trick.

It is the honest and genuine way to grow your business and make your business change lives.

# The Components of Your Power Story

Cover Story

Your Legend

Their Story

Circulation

# 15 Infinity Elements Make Up Your Power Story

It is through your 15 Infinity Elements you will find endless amounts of content that is working hard for you to bring in leads and sales....24 hours a day.

# Why Stories Work

Functional MRI neuro-imagery shows that, when evaluating brands, consumers primarily use emotions (personal feelings and experiences) rather than information (brand attributes, features and facts).

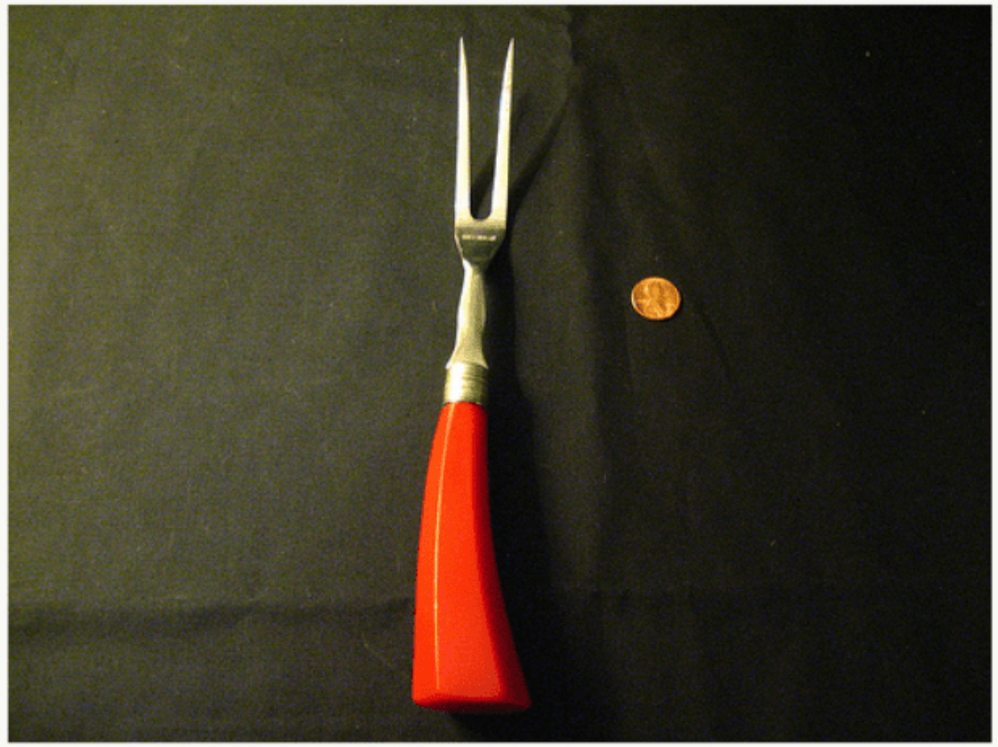
Keith Oatley, an emeritus professor of cognitive psychology at the University of Toronto states that reading produces a vivid simulation of reality, one that “runs on minds of readers just as computer simulations run on computers.”

# The Simple Truth.....stories get our minds working

# Significant Objects Study

## Cooking Fork

By Dan Chaon | March 17, 2010 Tweet Like 3



Object No. 18 of 50 — Significant Objects v3

[*The auction for this object, with story by Dan Chaon, has ended. Original price: 50 cents. Final price: $26.01. Significant Objects will donate the proceeds from this auction to Girls Write Now.*]

Significant Objects, a literary and anthropological experiment devised by Rob Walker and Joshua Glenn, demonstrated that the effect of narrative on any given object's subjective value can be measured objectively.

The project auctioned off thrift-store objects via eBay; for item descriptions, short stories purpose-written by over 200 contributing writers.

The objects, purchased for $1.25 apiece on average, sold for nearly $8,000.00 in total.

A 2700% increase in value.....just using fictional stories.

# The Story You Tell Matters

Because it allows the consumer to tell their own story to others in a more powerful way.

# Understanding The Power Of Placebo

## Which Wine Tastes Better?

"As expected, the subjects stated that the wine with the higher price tasted better than an apparently cheaper one," reports Professor Hilke Plassmann from the INSEAD Business School

Measurements of brain activity in the MRI scanner confirmed this. The research team discovered that above all parts of the medial pre-frontal cortex and also the ventral striatum were activated more when prices were higher.

"The reward and motivation system is activated more significantly with higher prices and apparently increases the taste experience in this way," says Prof. Weber.

Red Bull
ENERGY DRINK

# The Story Red Bull Tells

- Red Bull tastes bad…almost everyone agrees.
- It is loaded with things that we all know are bad for you.
- It comes in a smaller can that other soft drinks
- Yet it actually has become one of the worlds best selling soft drinks
- And has an 80% market share of energy drinks

# It Is More Than Marketing....It Changes People

A study conducted by the University of Michigan showed that by simply telling a group of men that they had consumed alcoholic cocktails with Red bull showed that the participants felt more drunk and had more confidence with women.....despite having consumed the same alcohol as the other test groups.

# The Placebo Effect Is Real.....Because Of Stories

- We know stories matter to people (Science has proven it)
- We see examples all around us, yet we are terrible at telling stories about our business
- Power Story is going to allow you to create compelling stories for your business.
- You are going to learn to create amazing content that encourages people to buy from you.

# Move To The Next Module