

SIYOP Workshop

Session 4-3

Crafting Your Story

We're going to talk about how to craft your story. First, of course there's our buddy, we like to talk about him a lot. This is one of our favorite topics we've hit on and I think in almost every session so far, is micro-specialization. You want to make sure it's clearly, that you have it clearly defined before you start going into this. You want to know of course the specific problem you solved, who you solve it for, and combo it for extra power.

We've gone over this quite a bit but I want to hit on it here again. We really want to make sure your specifically targeting a very specific person, a prospect you can help and exactly what this piece is going to be about and how you can help them.

You want to demonstrate you're an educator and advocate. You want say can you educate your prospects and customers. A couple ways you can do that. One is in your quotes within the release, within the story you can put quotes in there. You can give some tidbits in there.

Other ways are more subtle. You can have a link or mention your blog or your video lessons you have. Or at the end you can also mention your book and send people to your book. Just some way you can show you are person that provides content to potential prospects. You want to make sure you put that out there.

You also want to show you care about them and will fight for their success. This is best done in the quotes. There's a couple of places where you put quotes in there which we'll show you where those are. Those are great places to show a little bit of your personality and passion in there and how much you care about your prospects and customers. One of the best ways in this is through passion.

You also have to find a hook for each one of these. There are three places I like to go to find hooks. One is on news sites. I have mentioned these before in a previous training, but Drudge Reporters is one of my favorite places to go. It's not because of the political leaning of it, it's because it's quick little headlines. You can look at a whole bunch of news on here.

You can probably see 30 headlines on here right now. Just a quick little look like that. Yahoo's good also. I'll go through all the others like CNN, MSNBC, Fox News and all the other big ones, but this is my first place to go just to get some quick ideas of what stories are hot.

Google Trends is really good just to see what stories are the hottest right now. It gets you if you really want go into this, some of these stories that are very, very hot at the moment and you want to jump on those really quickly. If you're looking for something to put out like that, that morning or that day, hit on Google Trends and get some good ideas.

Celebrity sites really good also. If you're wanting to, one of the formats we'll talk about, it's one of the styles is one with celebrities. This is where I go for that. I go to Perez Hilton in every single time, or TMZ. I like Perez better because he posted about us on his site one time. He won me over just by doing that.

Now I'm going to go over the five flavors of authority news releases. There are detailed step-by-step instructions in the members' area. We have something on trends on each one of these individually goes sentence by sentence, paragraph by paragraph exactly what you do. It's almost like a fill in the blank type thing.

You can follow the formats we have in there exactly and you'll be able to crank out these very easily. But I want to go over these a little bit higher level now and talk about why you should use each one and the benefits of each one and just so you can actually go through in supplemental trainings and we're not on here all day.

First is the Expert-Hero. Then we'll go over the Celebrity Tie-In. The Prediction. The Feel Good Story, and The Accomplishment. We're going to go over each one at a high level right now.

First off is the Expert-Hero. There's a lovely picture of us. The Expert-Hero positions you as the savior to your target prospects due to your expertise and willingness to take on the biggest enemy. This out of the five, this is one I prefer using the most because you have a lot of different ways you can use this thing. It really talks right to your target prospects and what their pains are. For example you're going to get a sample headlines, or a couple headlines of this.

One of the formats, there's several possible headlines in this one, is one we call the "In Response To..." one. In Response To Some Hot News Story In Your Market, Your Name Announces Your Solution. Very basic stuff. This is what it would look like. In Response To Twitter IPO, Michael Smith Reveals How Regular People Earn Higher Returns Like The Elite.

In this one when Twitter IPO came out, that was a hot news story. That was everywhere. Jack went on to that story has his name in it and announces his solution which instead of announce, we used the word "reveals" which is fine. You can put several different words in there. The solution is regular people earning higher returns like the elite. The pain that he was addressing was that his type of, his target market were regular investors, middle class, someone that's generally

older, middle class people, but they could not earn big money like the elites.

When Twitter IPO came out, there were all these stories out there about how much money the elite investors were making off that because they would jump into it early. But the regular Joe's couldn't do that. So he's going hey come to me I know it's not fair that you can't earn higher returns like those evil elite people. Let me show you how you can still make some good money. See that's who he was talking to. That's what this headline spoke to.

The next one, In Response To Obama Care Fears, Smith And Smith CPA Firm Announces New Plan To Help Doctors. This one came out when Obama care was first rolling out and doctors, these were particularly orthodontists that were very scared about what it would do to their billing and finances, stuff I can't remember exactly what it was, but a firm came out with a plan to help them navigate that and make sense of it. They were speaking right to the biggest fears doctors had right then which was how they were going to deal with the healthcare plans roll outs. Spoke right to them, gave the solution.

Number two is the Celebrity Tie-in. This is a fun one to use. You do not want to over use this one because it will wear itself out. These are fun ones to drop in every now and then to have some fun. But the Celebrity Tie in article will either bring you into a trending story about a celebrity, or connect the aspects of a popular celebrity. There's

even within that in the supplementary training, there's several different ways even under each one of those, two different types you can use this. There's a lot of ways you can use this one. But let's go over a sample right here.

Sample headline is Your Name Explains/Says Celebrity/Celebrity Event Is Feared Desirable Trait. Let me show you what it actually looks like in a headline. Attorney Doug Zains Says Accidents Like Tracy Morgan's Are Actually Common. So this was a celebrity event where Tracy Morgan got in a really horrific car accident where somebody was killed, he was hurt. He's still hurt. He's saying it's actually common. This is not that unusual. That's a fear.

He's speaking right to a person's fear. A regular person that's scanning around on Facebook or Bob went on the internet. Here's a service, there's Tracy Morgan, they brought in an attorney to talk about and wow this can happen to me, I'm scared and I'm going to read this thing and in hopes that they'll remember that person's name.

Another one Authority Marketing Pioneer, Brian Horn Explains Why Richard Branson Is Wildly Successful. It's me, it says why the celebrity is Richard Branson and the fear desirable trait is his widely success. This actually ties into Richard Branson where it's bringing me into a story with him. There's several ways you can do this.

One way that I've used before, I used to have a client that was a cosmetic dentist and we used this type of story more than any others. For them it really worked. Any time there's a celebrity with bad teeth, with really good teeth, that had a really good picture on the red carpet, we'd always tie it into teeth whitening. Or if they had bad teeth, we'd do a story about that. It works really well for that.

There's sometimes for some businesses this could work really well for you in most cases people on their lists it's probably one you'd use every now and then to break it up and have some fun.

Next is the Prediction. The Prediction article forecasts a change that is coming very soon to your industry. I love this one. This one is a really good one. A sample headline: Your Name, Your Profession, Predicts Your Forecast In A Timeframe. This one you don't have to deviate from this formula at all.

So as an example, Joe Phillips, Tech Entrepreneur, Predicts Automated Webinar Use Will Double In This Fall. What this does, we've all seen articles like this before, particularly toward the end of the year, the beginning of the year are good times for these that you can. This is example is fall. You can put these just about any time. It can be next month.

But you see these at the end of year things where you predict what 2015 will be like. What the next summer will be like, what next winter

will be like. All these are giving are predictions. Who do journalists always bring in to give predictions? The top, top, top experts. By you using this type of format, it's automatically going to trigger that same type of authority positioning and respect with people that read these other articles, or read these releases.

Another example, Doug Clark Star Of Flipman Predicts Real Estate Surges In 2015. You can just crank these out. These are so easy to do because you really just to have to follow this exact headline format and for all you people that are in some type of coaching, or consulting, this is easy. You really predicts your forecast that your industry will become increasingly important in 2015, or your next winter, or next summer.

Whatever you want it to be, just put your niche is going to be more in need, it's going to be more value in it. People are going to want to invest more money in that in that time frame that's immediately, just one you can use right off the bat and just run with it. Even if you share that with somebody, they're going to see your name right up there.

Let's look at an example like I did. Brian Horn, Authority Marketing Expert, Predicts Authority Marketing Will Surge In 2015. Something basic like that. Immediately when I post the article out somewhere, somebody's going to go wow, Brian Horn's the expert that's quoted in this piece. Number two, the authority marketing is really going to be

important and it's going to be really important soon. I need to pay attention to what this is and I need to contact this guy.

All this happens because of this one small piece. In the supplemental training when we go through this you're going to see that this is in no way written in a way where it looks like you're trying to sell your product hard. You're trying to be deceitful in any way. It is literally you talking about what you feel is going to happen in that time frame and why it's important. You're just sharing your expertise and your knowledge with your prospects. But it's just done in a way that triggers that authority positioning. Works really, really well.

Next, we're going to talk about the Feel Good Story. For you happy people, you will like. The Feel Good Story follows a positive editorial news story. These are like ones at the end of the local news each night, they have the happy story, after all the murders and robberies and horrible things happening that the news always reports and they have that one little happy puppy dog story at the end. Or a local business is doing something good, or military veteran reunites with his family, those good stuff. This is the type the feel good story follows.

This format puts Your Name And Profession Gives Or Helps Your Prospects What They Want That You Offer. This one, I own a restaurant in Austin, and this one we did for that one. Texas Style Chef, Rob Snow, Gives Austin Healthy Eating Options With New

Farm To Table Restaurant. His profession was a Texas style chef. His name is Rob Snow. He gives his prospects is Austin, and what they want are healthy eating options with a farm to table restaurant. See how that works? It's just a nice happy one with a little feel good story, nothing negative in there, just good and happy stuff of how you're going to help in your community.

This is one more you could use. Celebrity CEO, Lauren Siden's New Venture Helps Women Thrive Beyond Work Life Balance. Follows the exact formula above, exactly. It helps women thrive beyond work life balance is what they really want.

Last one we're going to go over is the Accomplishment. The Accomplishment article highlights one of your wins in a fact-based manner. It's not a brag. It's not where you're going on about yourself and using exclamation points and talking about how wonderful you are. It's a very fact based one. If you took yourself out of it completely and somebody could not care about you at all wrote it. It has to be very, very fact based.

Sample headline is Your Name, Your Accomplishment and How That Relates To Your Magic. This one, Brian Horn Appears On The Howard Stern Show To Talk About Building A Successful Brand. Very fact based. It wasn't that Brian Horn killed it on there, that Brian Horn was on the amazing Howard Stern show, or the incredible Brian Horn appeared on here. It's just that this dude was on this think and this is

what he talked about. That's it you were very basic, One that all you guys should use more often is this one. Especially when you guys get your book out.

This one is Dr. Sean Orr's Brain Fitness For The Neuro-Economy Hits Two Amazon Best Seller's List. Fact based. We do these for everyone that appears on Jack's Influencer's Radio Show. An authority news release goes out and talks about them appearing there. Because appearing on a podcast or radio show is an accomplishment. You need to promote that. We do that for all of our guests and clients. Works really well. This is a good one just to put that out there.

Really you can see some these other ones, the prediction, the accomplishment, the feel good stories, those are ones that are good to use. They follow a very standard structure. Where as the person, the expert-hero is a wide range of things to do. Like I said, in the supplemental training, there's many different headline formats in there and different styles underneath that you can use. You can use a lot of different stuff. I like to use those the most and then supplement these as needed or every now and then putting these ones in there.