

*7 Steps to Creating a Band of Customers That Follow You Everywhere...*

# Monetizing Your Life With Stories!

*How to tell stories with a point...*



David Perdew, NAMS, Inc

7 Steps to Telling Stories with a Point...

# WHY STORYTELLING CAN CHANGE YOUR LIFE

We all have stories that shape us...



# Why am I qualified to talk about this?

- NAMS, Inc.
  - (Novice to Advanced Marketing System)
- Online business training since 2005
- Niche marketing
- Affiliate marketing
- Live and Virtual Events
- 135 Instructors
- 1000s of students
- MyNAMS.com Membership site



**David  
Perdew**

# Fun Stuff?

- Alabama Football Fan
- Indiana Basketball Fan
- Built my own log house in 2002
- 17 Years in the Newspaper business
- Love to travel
- Photographer for 30 years
- Was a baseball pitcher until I was 48
- Love passive income
- **Everyone loves my wife**

Coming back to this...



# You'll need this...



Go to: <http://nams.ws/storypoint>

Or download at:

<http://nams.ws/storypointdl>

**7 Steps to Telling Stories with  
a Point template**



The Hook

# STEP 1 – GRAB THEIR ATTENTION

**Tell me what you  
know in 3 seconds  
or less...**





3 Seconds

3 Seconds

3 Seconds

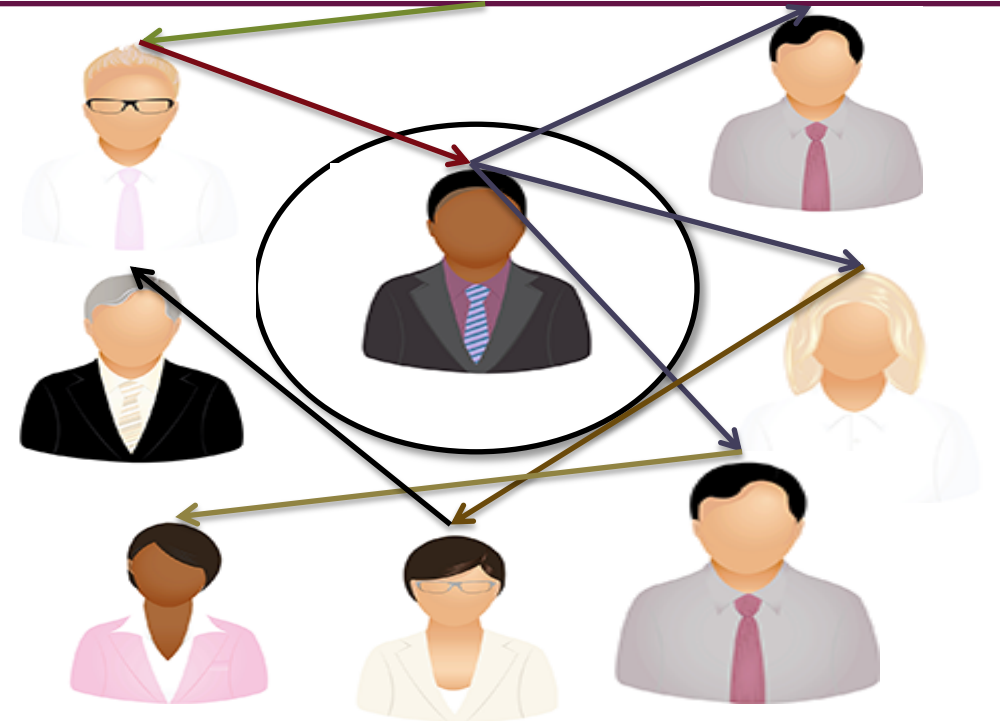
Advertiser / Publisher



Old Marketing

One message from one source  
reaches many individuals

Advertiser / Publisher



New Marketing

One message from MANY sources  
reaches many individuals

Is this interesting?



# How about now?



My Grandmother and Grandfather ran that store for 30 years...

# Curious yet?



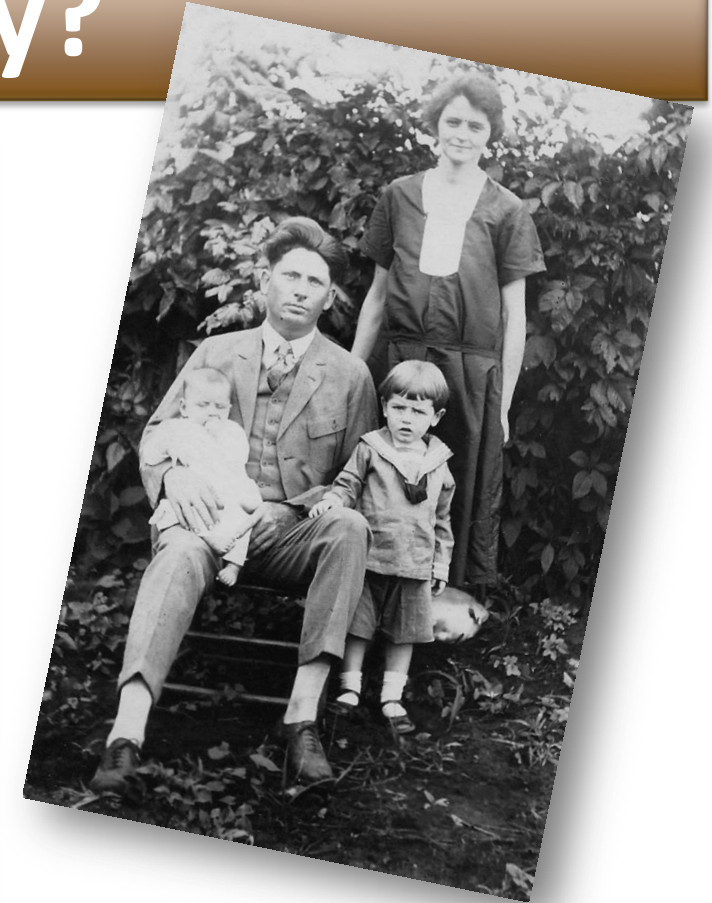
My Grandfather shot a man in that store without warning or provocation...

# What's the point?



My Grandfather shot a man in that store without warning or provocation – and it's a great lesson in marketing...

# Will you tell this story?



David Perdew was raised by a bunch of gunslingers who danced around the law, but managed to build a thriving legitimate business in a an impoverished Kentucky town...

# Which was more interesting?

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David  
Perdew

This?

## Fun Stuff?

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  - Love passive income
- Everyone loves my wife**

Or this?





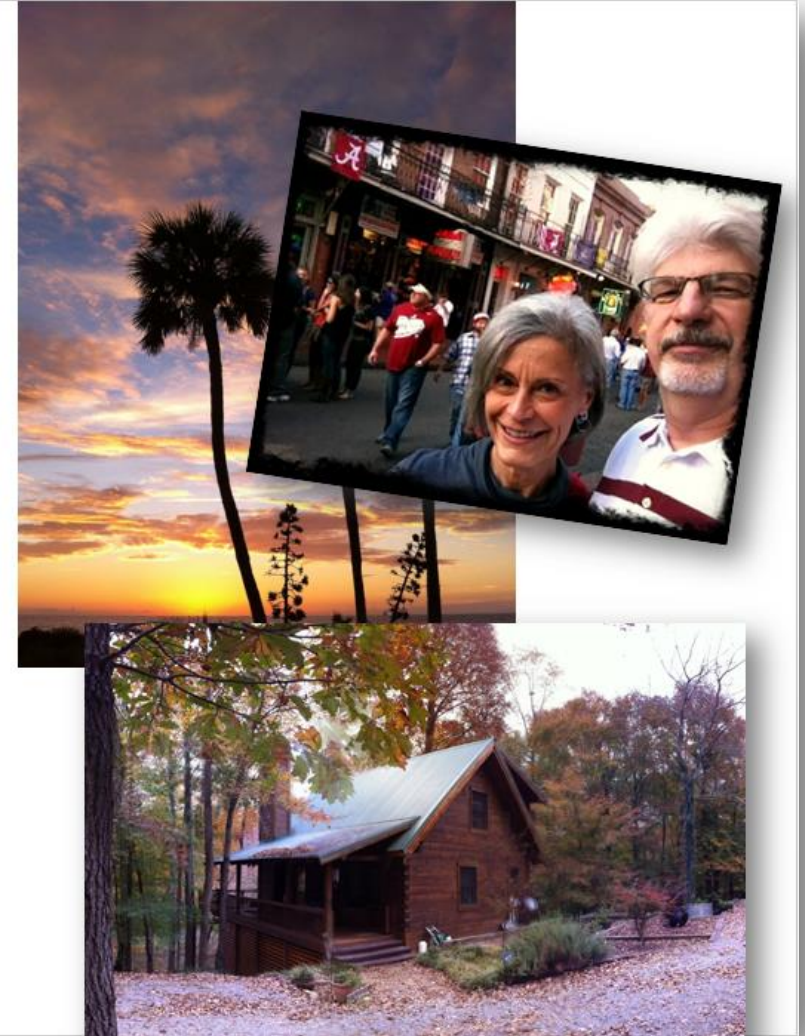
# How many stories are here?

3  
6  
9  
12  
?

100s

## Fun Stuff?

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- Indiana Basketball Fan
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# Your assignment 1!

**Make a list of 10 situations you were in today that you can turn into a story...**

**I'll go first as an example!**



**Become trusted friends**



# What makes a story you want to hear?

Interesting  
Engaging  
Useful



# Start backwards – Is it useful?



If this is true, can you get to the point?

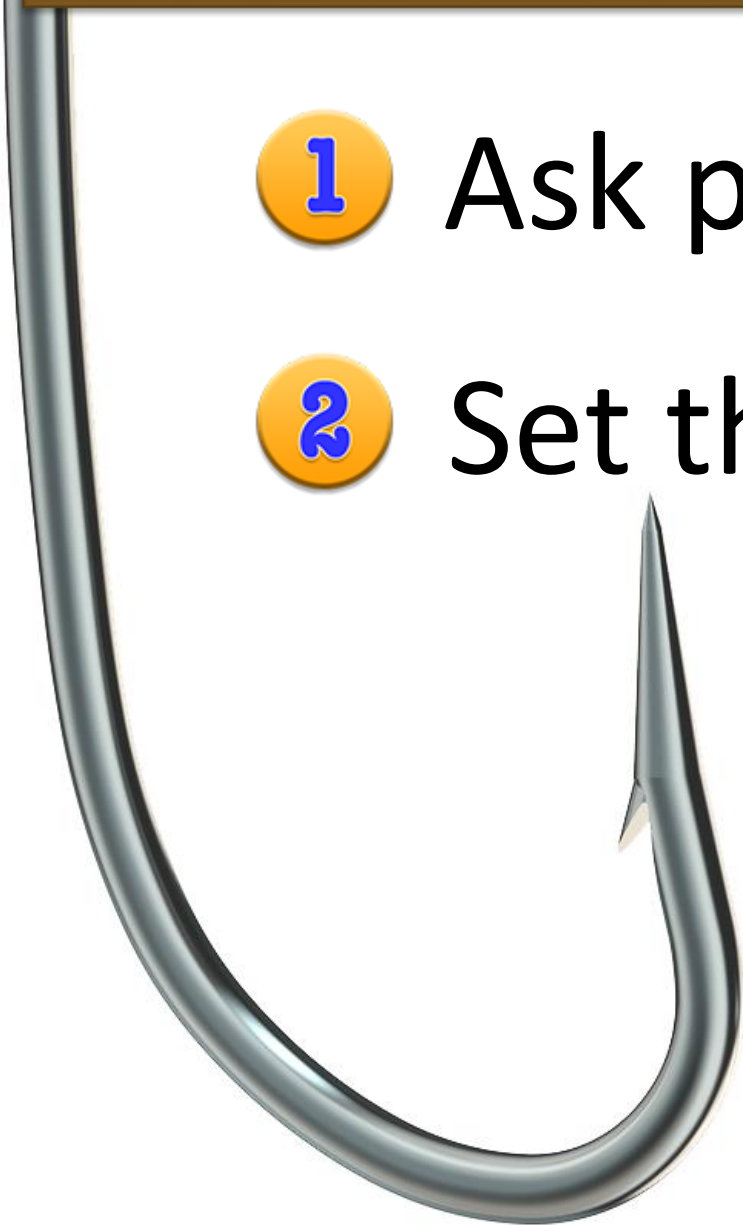
3

Remember, you've  
got about 3 seconds



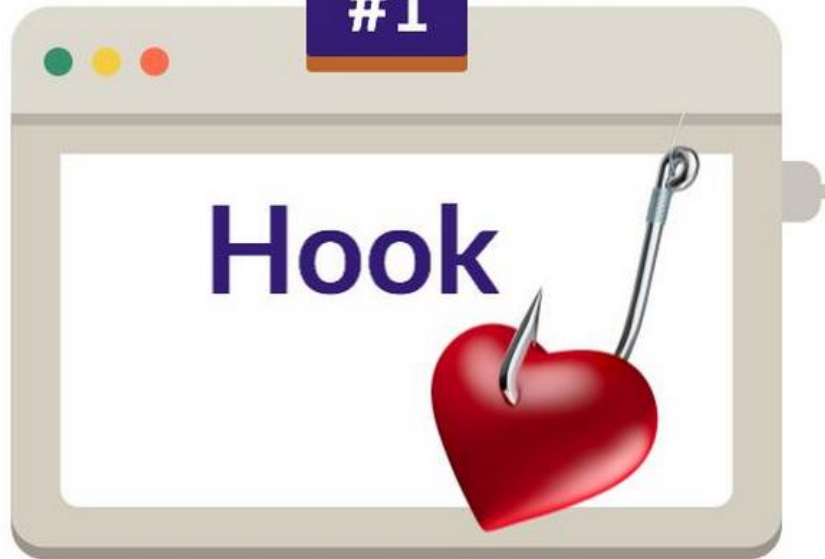
It's a 2 step process...

- 1 Ask permission...
- 2 Set the hook...



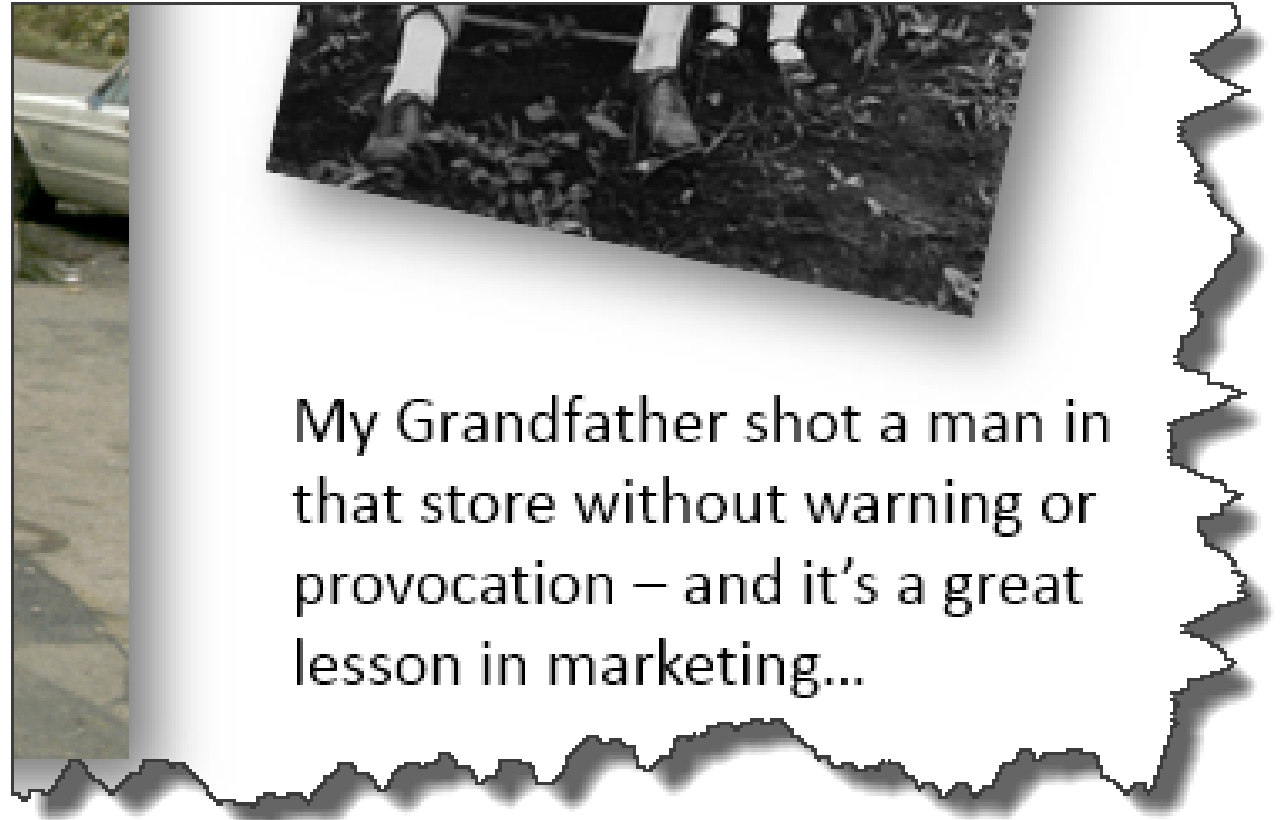
# What's the hook?

#1



## Why now?

Amaze, shock, anger, scare, identify! This is your only chance to connect on an emotional level with the audience. They will click away to something MORE interesting if not hooked... This is no time to be shy, but leave an unanswered question and promise an answer later.

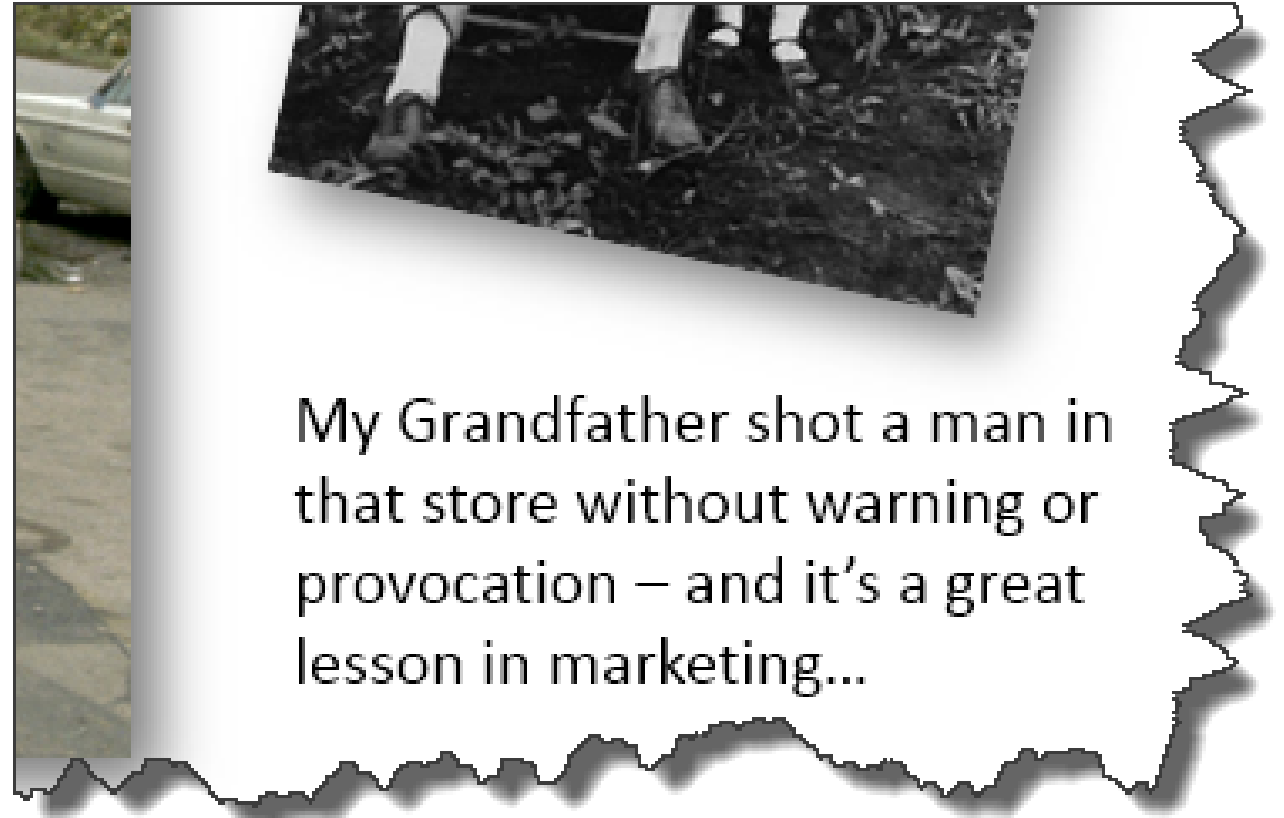


My Grandfather shot a man in that store without warning or provocation – and it's a great lesson in marketing...



# Break it down...

- 1 My Grandfather shot a man...
- 2 ... in that store ...
- 3 ... without warning or provocation ...
- 4 ... great marketing lesson...

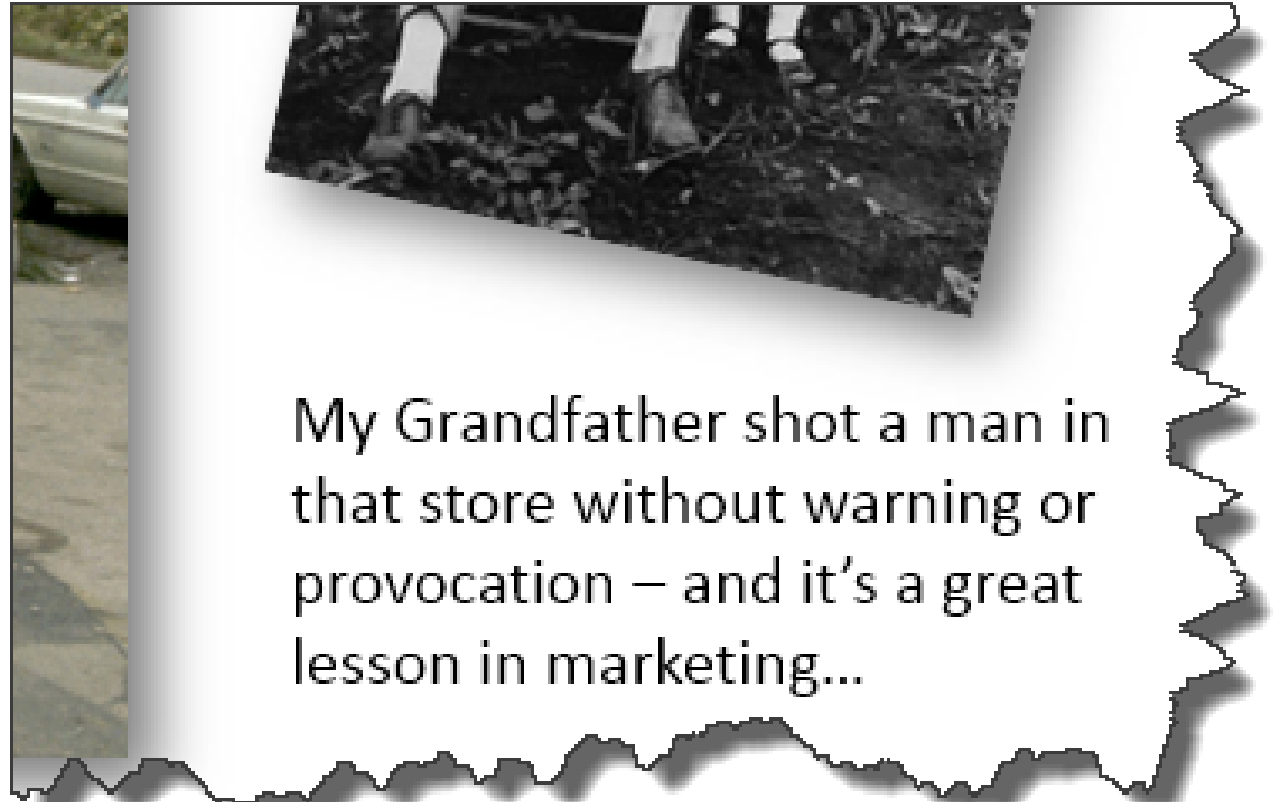


# Break it down...

1

My Grandfather shot a man...

*This personal to me. It makes you the listener realize I'm sharing something about myself. I'm opening the door to a relationship...*



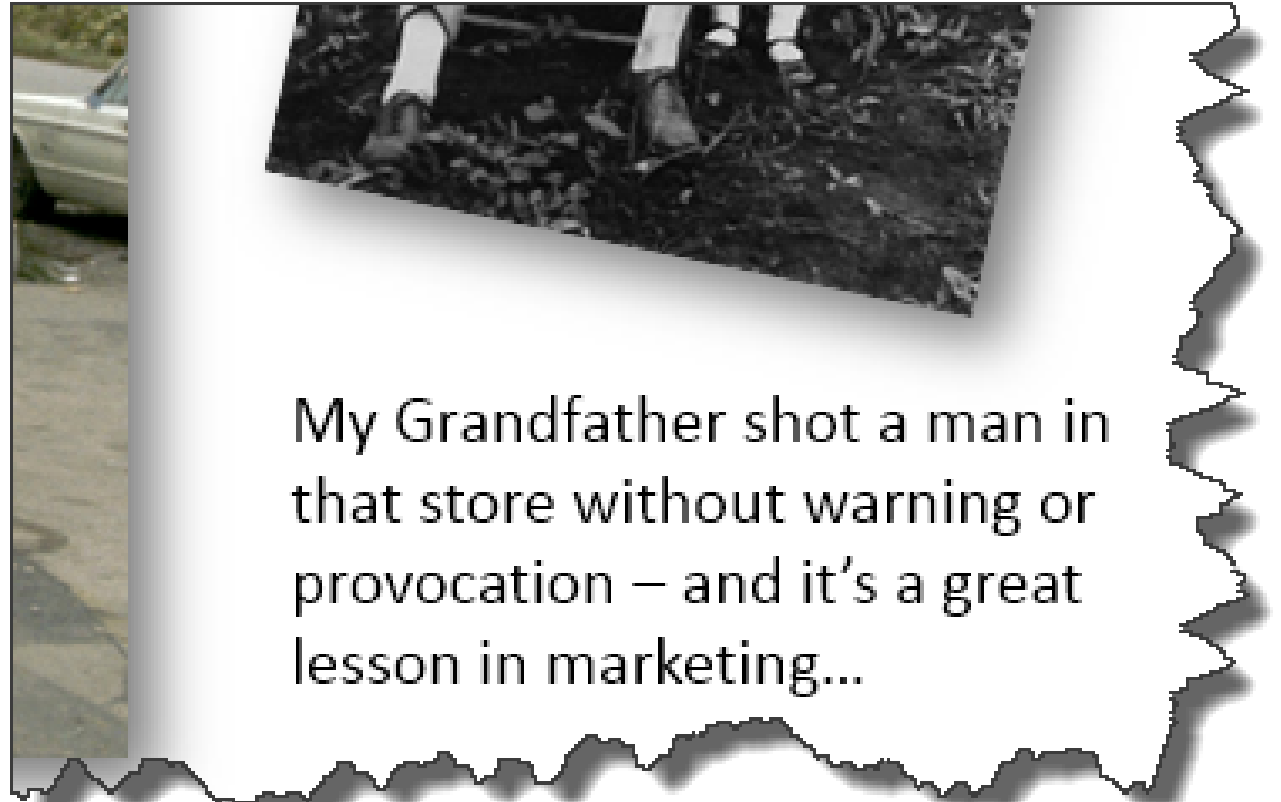
My Grandfather shot a man in that store without warning or provocation – and it's a great lesson in marketing...

# Break it down...

2

... in that store ...

*Setting up scene so you begin to picture the situation... If I tell you “the man was sitting, eating a bologna and cheese on crackers, with 6 or 8 others around a coal-burning pot-bellied stove in the winter while they told jokes...” you begin to picture it...*



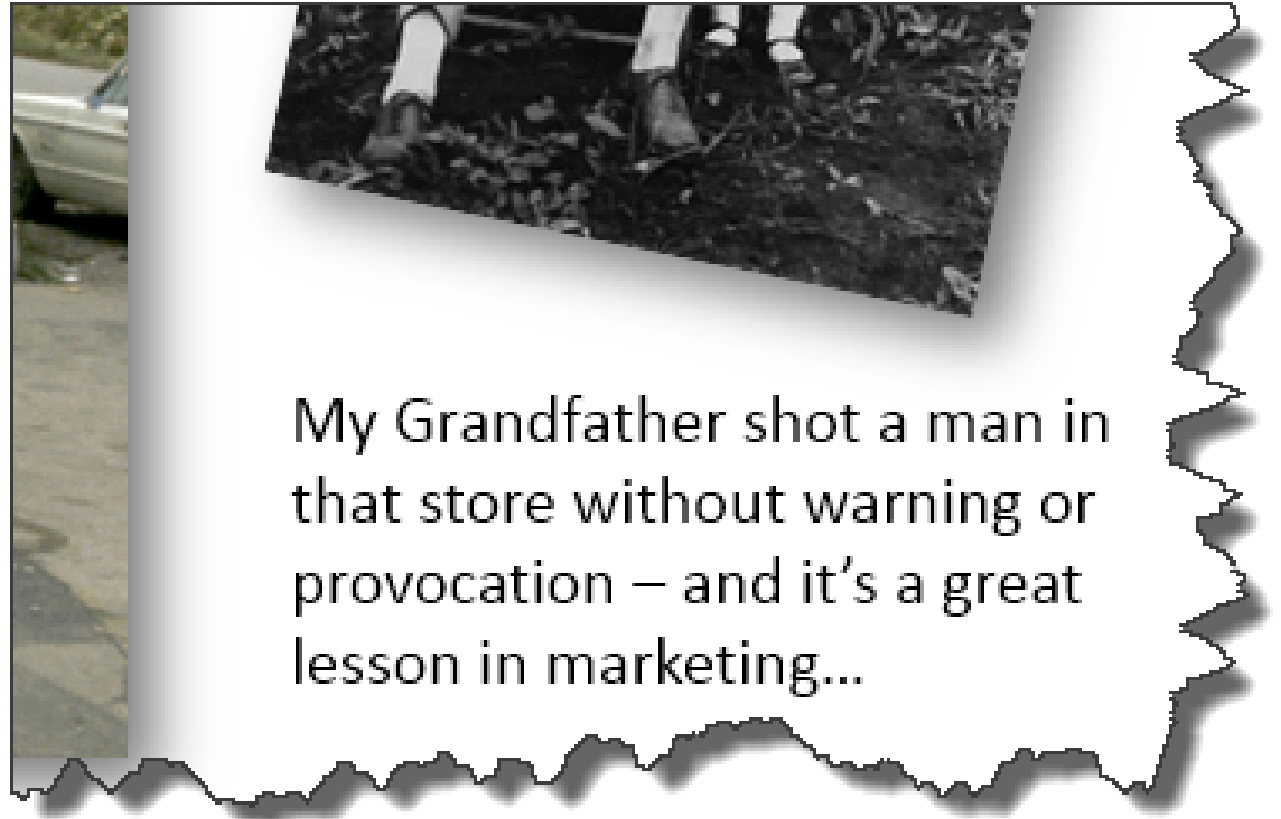
My Grandfather shot a man in that store without warning or provocation – and it's a great lesson in marketing...

# Break it down...

*Now, you're asking questions: What did he do? Was it an ambush? Was it in retaliation for something he did earlier? Was he really shot?*

3

... without warning or provocation ...



My Grandfather shot a man in that store without warning or provocation – and it's a great lesson in marketing...

# Break it down...

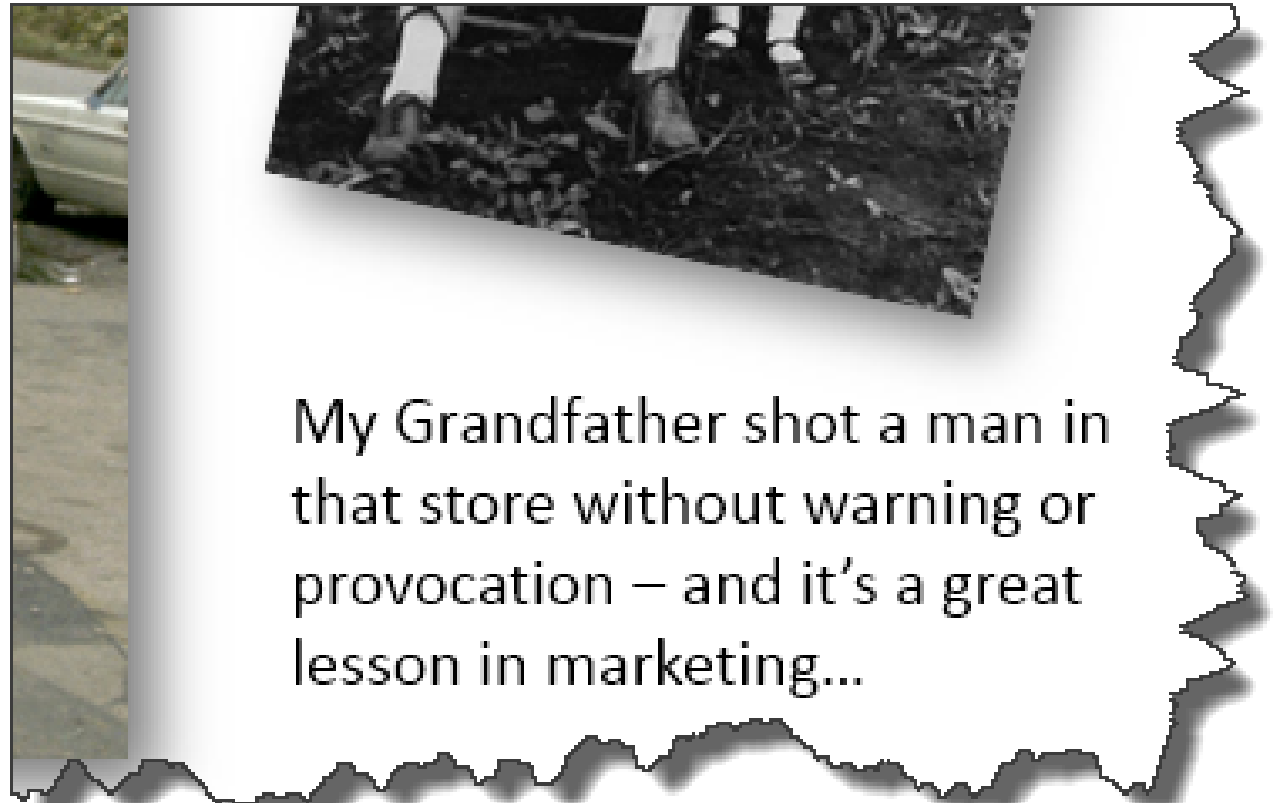
*Two things here:*

*1) Seriously, it's a marketing lesson?*

*2) You are either interested in marketing or not? If yes, you want to hear the story. If not, you still may want to, but it's no longer useful.*

4

... great marketing lesson...



My Grandfather shot a man in that store without warning or provocation – and it's a great lesson in marketing...

# Your assignment 2!



**Indicate which of your stories are USEFUL or can be...**

**Write a quick hook.**



The Set Up

## STEP 2 – SET THE STAGE

# Paint a picture...

- Make your audience see what you see!





# Why is context so important?

- Confused?



# Enough already...

- Nobody cares



# “Just the Facts Ma’am, Just the Facts!”

- Only include what is absolutely necessary to the story



# TMI...

- This is where you lose people the most...



# Can I get a witness?

- Identify with your audience...



# Did you hear about my motorcycle wreck?

Al had been riding big motorcycles for about 20 years.

He said, "David, be careful on that thing. You're not really safe on the road until you have about 10,000 miles under your belt."

I had about 950 miles on my new Harley-Davidson Dyna Convertible. Having given my car up when I bought the new bike about 20 years ago, I wanted to get the 10,000 miles as fast as possible.

So, I pulled out of the dealership in Morrow, GA, and dropped that motorcycle every time I pulled up to a stop sign for nearly 3 months - until I learned how it worked.

Your "cool factor" is seriously damaged when you drop your bike in front of a carload of kids, but it's even worse when an experienced rider pulls up behind you as you're scraping yourself the ground... again.

I knew riding through the streets of Atlanta was a dangerous place to learn to ride a Harley, but that's where I lived.



Hook



Setup



More Context

# Your assignment 3!

**Create the context –  
the Setup – for one of  
your story selections  
above in 1 sentence...**





The Parachute

## STEP 3 – DROP INTO THE ACTION



# Did you hear about my motorcycle wreck?

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Hook

Setup

More Contest

Action

# Fire, Ready, Aim...

- Grab us...
- Remember the 3 second rule...
- Specific to your audience?
- Is it a martial arts movie or...



# Fire, Ready, Aim...

- A slower, contemplative action
- It's still action as long as you create some tension around it



# Where's the mystery?

- Action doesn't reveal everything..
- Leave the reader to imagine something...
- Leave some breadcrumbs...



There is a basic rule that's accepted by all experienced bikers, but I just couldn't wrap my head around it... until I crashed the bike.

The rule: Where you look is where you're going.

I proved it right several times.

But the big one was ugly.

Before I get to the crash, here's why that same rule applies in building your business.

Where you look is where you're going...

What are you focusing on?

As a coach and mentor, this slays me.



**The Theme**



**Implied Action**



**Deferred Action**

**I never knew passive income was so easy!**

Hi {firstname}

Building a business without focusing on streams of passive income is like building a boat with holes below the water.

Pretty soon, you can't bail fast enough and the boat will sink.

That's why this presentation, called **Found Money: Creating Multiple Streams of Passive Income** with David Perdeu, is so important.

[Insert Your Link Here]

Most people getting into business today believe passive income is hard to create.



# Your assignment 4!



**Create a single paragraph that drops your reader directly into the action...**

**Use Curiosity and Imagery to move them to the next phase...**



The Theme

## STEP 4 – WHAT IS THE POINT?



# This is the signpost...

- Follow these directions to get to your destination...



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**Theme**



**Theme**



**Theme**

# Added value...

- Teach them first...



# Build your reputation...

- Service...
- Integrity...
- Value add...
- Trust...



# Your assignment 5!



**Determine what you're teaching in your message and that becomes the value add.**

**It's your theme...**



The Transition

# STEP 5 – FROM HERE TO THERE

# From “No Hope” to “Hope”



# Help me, please?

- Feel the pain
- Problem
- Pain
- More Problem
- More pain
- Is there a solution?





# How do we get you over here?

- I'm in the solution
- Wouldn't you like to be over here?
- Can I show you how to get here?



What are you focusing on?

As a coach and mentor, this slays me.

Someone will get a tool, a really good tool, and then they don't use it. Their focus drifts to the next thing.

And they crash because they looking in the wrong place.

I know how this works. I fight it all the time too.

But when a REALLY GREAT tool like Custom Content Wizard comes along, it's time to focus on it.

Dig in. Don't do anything else. Stay with it until you've mastered it and you've implemented it in your business completely.



**No Hope**



**Hope**

# Your assignment 6!



**In one paragraph, paint the picture of hopelessness and pain. But leave hint at the solution...**



The Sell

**STEP 6 – AND HERE'S THE SOLUTION**

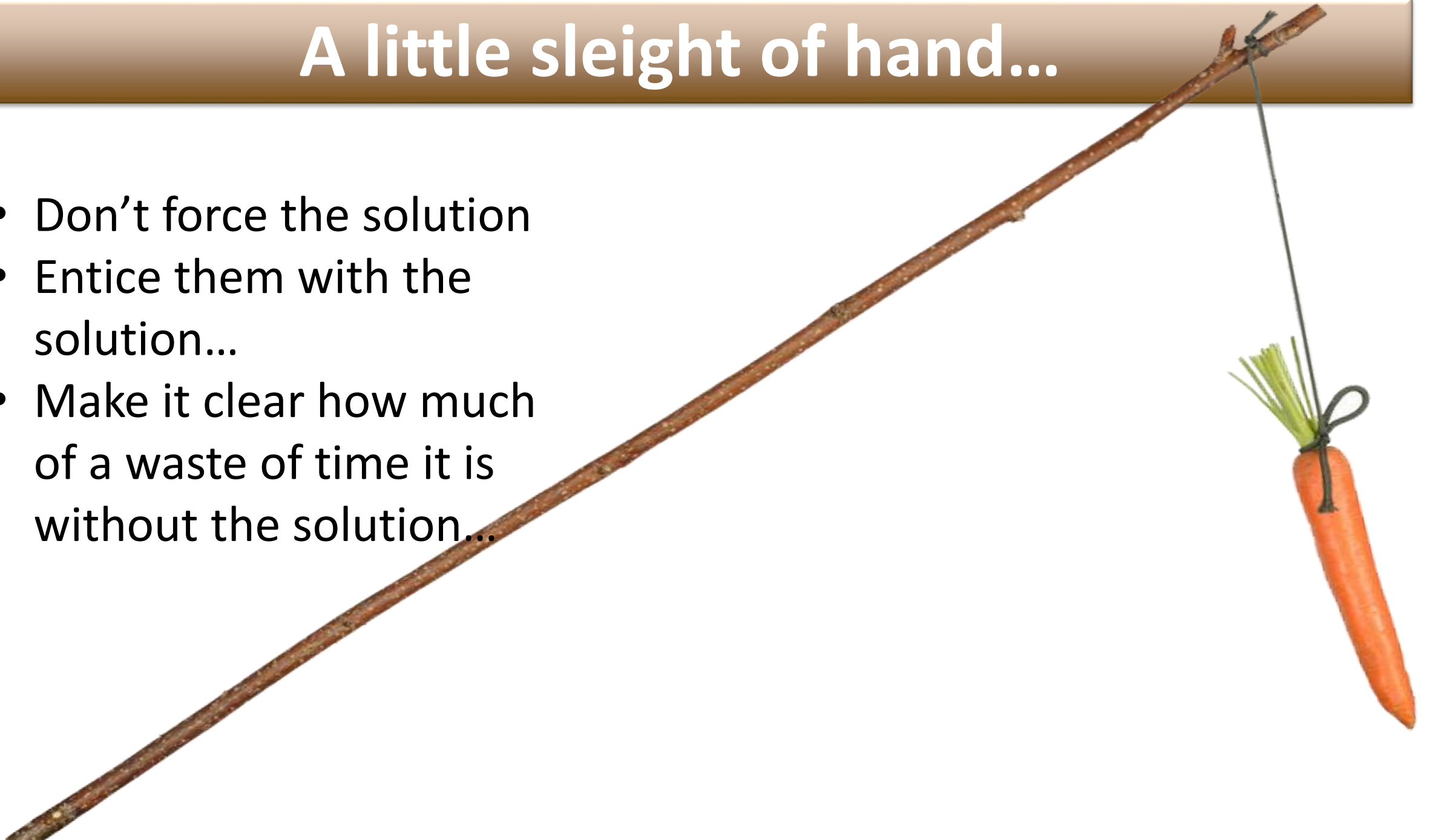
# A little sleight of hand...

- And here's the solution...
- I had it all along
- You have to ask for it because you recognize the problem and the pain



# A little sleight of hand...

- Don't force the solution
- Entice them with the solution...
- Make it clear how much of a waste of time it is without the solution...



Dig in. Don't do anything else. Stay with it until you've mastered it and you've implemented it in your business completely.

That's why I BEGGED Jeff Herring and Jim Edwards to let me bring that tool back with a special coupon to knock \$100 off the price for my folks.

You NEED this tool.

Even if you have Jeff's complete set of templates already, the time-saving, content-planning, strategic advantages of this content wizard are truly amazing.

It's so good that I've created an 8-session implementation course around the tool.

We're including it for anyone who owns this tool whether they bought it from us or not until all 8 sessions are complete, and then we'll charge for the course.

Focus on this tool.

Look at the tool so you're going toward your business goals with a clear content plan.



**The Solution**



**More Solution**

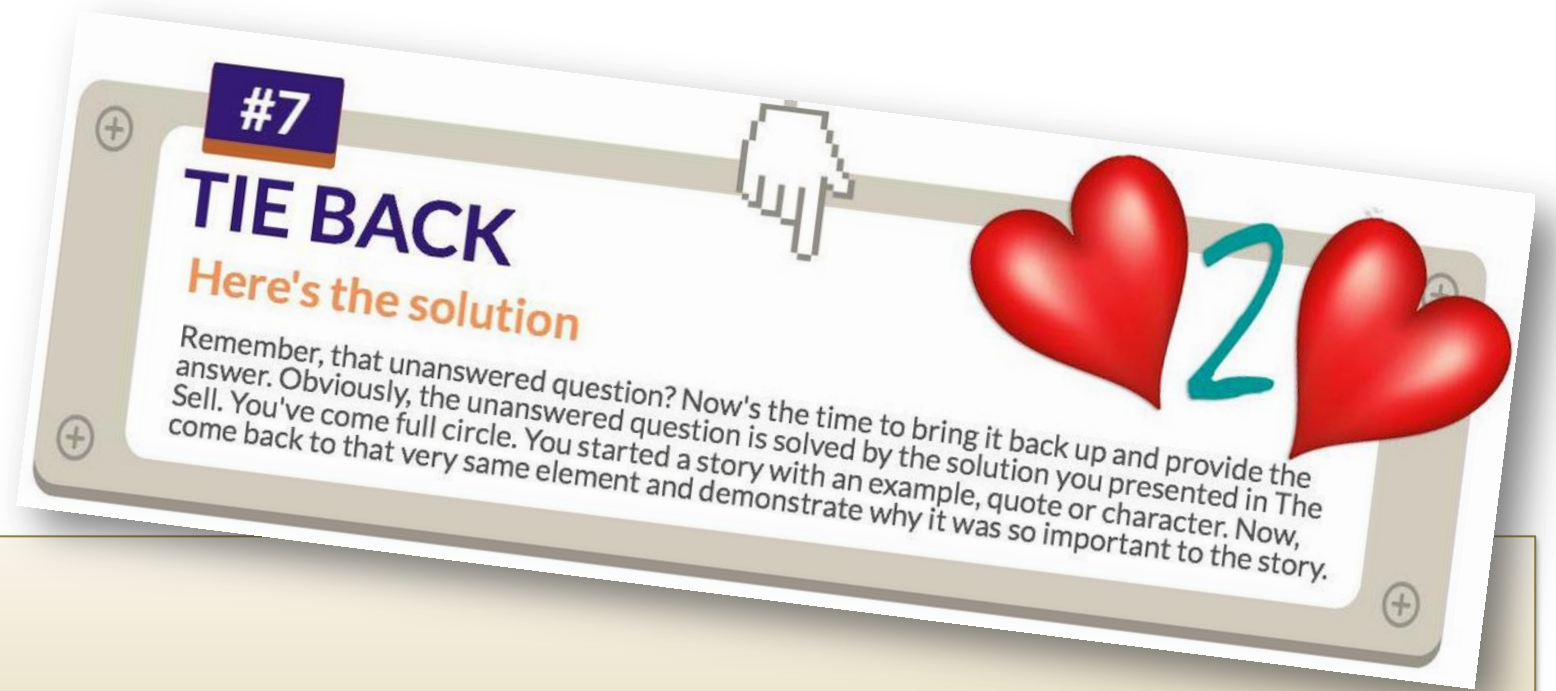
# Your assignment 7!



**Write out your sales solution. Why is this a must have solution if...**

**And why is it important to get it now...**





The Tie

## STEP 7 – WRAP UP WITH A BOW

# What is The TIE Back?

#7

## TIE BACK

Here's the solution

Remember, that unanswered question? Now's the time to bring it back up and provide the answer. Obviously, the unanswered question is solved by the solution you presented in The Sell. You've come full circle. You started a story with an example, quote or character. Now, come back to that very same element and demonstrate why it was so important to the story.

<http://nams.ws/storypoint>

Hook  
Setup

Parachute  
Theme

Transition  
Sell

# Don't Tell TOO Much...

**The best storytellers know  
when to hold back...**

- Reason to continue
- Stay till end
- Integrate with solution
- Deliver or die



# More Teasing – Fore Shadowing?



Who's been waiting for this?



# How Do You Tie Everything Back and When?



About that motorcycle crash...

I was leaving a lodge in north Georgia and as I rounded a curve, I got to close to the edge of a 4 or 5 foot drop off.

Instead of looking back at the road to get the bike back on the road, my eyes were glued to the edge.

And over I went.

Three thousand dollars later, my bike was as good as new and I learned a really hard lesson.

I've put thousands and thousands of miles on my motorcycles riding all over the eastern US and Al would be proud of me.

Focus. The key.

David

PS: Why get this if you have Jeff's templates already? Because it's not the same tool. The CCW gives you so many done-for-you options, and creates so many planning opportunities to create long-term content. Get the tool and join our Facebook Group to discover all the advantages.

<http://nams.ws/ccwprez>



**Don't be coy**

**Respect**

**Work in the Theme**

**Solution**

# Your assignment 8!



**Bring it all back to the top.  
How does this relate back to  
your story...**

**How does the solution  
support your theme?**

**How does the solution relate  
to the original problem?**

**Write a paragraph**



# Here are the 7 steps...

1 Hook

2 Setup

3 Parachute

4 Theme

5 Transition

6 The Sell

7 Tie Back

<http://nams.ws/storypoint>

# Is the hook all you need to know?



**Go to:**

**<http://nams.ws/storypoint>**

**There is an infographic you can refer to any time with:**

**7 Steps to Telling  
Stories with a Point**

# Write your article and submit for review!

- 1. Follow the 7 Steps template**
- 2. Submit your article at [support@namssupport.com](mailto:support@namssupport.com)**
- 3. Attach your WORD or Open Doc file**