

A man in a dark suit and patterned tie stands in the open door of a car. He is wearing a watch and has his hands near his waist. The background is dark and moody.

# STORIES THAT SELL

FACELESS EDITION WITH RESELL RIGHTS

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# Mindset First

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*\*\*BEFORE WE DIVE INTO CONTENT STRATEGY AND TIPS FOR GROWTH WE HAVE TO ESTABLISH THIS ONE THING.*

The tips in here are tried and true... **But** there is a **RULE** that supersedes any of this. Originality comes first, if you feel something in your gut.... go with it. This is your business and we want you to implement these strategies with **AUTHENTICITY**.

Another thing, social media growth is **not linear** it is fluid. Some things will take a while to get momentum, don't be discouraged.

**Sales is 80% Mindset and 20% product.** Show up as the most successful future version of yourself NOW + FOREVER. Without being moved and 80% is done.

We have all been there and had some ideas pan out and others flop. If you stay true to your voice and excited about your product. **You succeed.**

A close-up, dark-toned photograph of a hand gripping a steering wheel. The hand is wearing a watch with a dark dial and a metal link bracelet. The steering wheel features the Porsche crest logo. The background shows a road and a cloudy sky.

01

EVALUATE YOUR **AUDIENCE**  
**PROFILE** OPTIMIZATION  
**ENGAGEMENT** RULES

# Evaluate the Audience

## 01

*I know, I know. You've probably heard "ideal client" and "ideal follower" so many times.*

But do you actually KNOW who is actually following and watching you? Watch your insights for stories and SEE.

### **THIS PERSON**

This is **who** you create stories content for. Making sure you show up for those that are watching you is also key for your content to get pushed out to others. Serve marketers that are watching to get pushed out to your **IDEAL AUDIENCE**



CONNECT TO WHO YOU'VE GOT,  
TO GET WHERE YOU WANT.  
CONNECT BY SERVING.

# Profile Optimization

## 01

### PROFILE SETTINGS

#### ***Your IG profile should be public + professional***

Go to your settings > creator tools and controls > switch account type > creator account. This will give you so many more features

You should ***start a new account*** so you can optimize your exposure to your correct target audience. You can utilize your followers on your personal account by sharing and “collaborating” with your created content!



### OPTIMIZE BIO

This is your first impression! They are going to read your bio to determine if they are going to click that follow button.

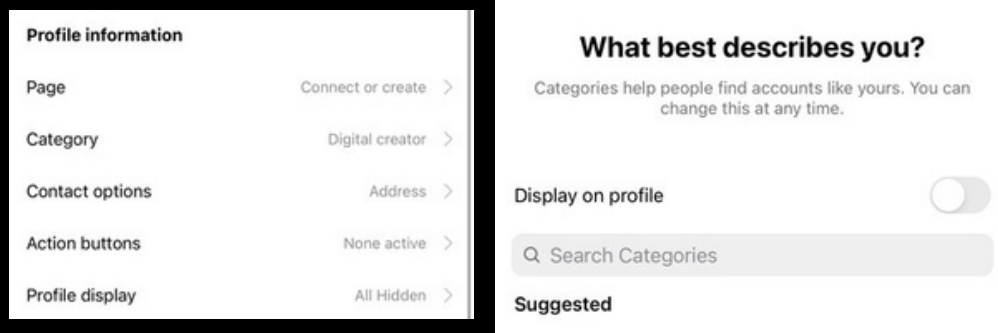
Do not include random personal facts or hashtags here. ***This is extremely important!!***

# Profile Optimization

# 01

## CATEGORY

DO NOT INCLUDE YOUR CATEGORY **uncheck** the box below  
This allows your line 4 in your bio to be seen and not hidden behind the (...more)



## EXAMPLE

See how new followers can grab my free guide so much easier! This is key in converting those new followers to sales. These will be your warm leads!!! Which turn into HOT leads in your STORIES.



# Bio Optimization

## 01

**USERNAME-** You want your username to either be your name or your business name. Try to be unique and memorable. **Standing out is key on IG!** Avoid using a common handle

**PROFILE PICTURE-** You want to use a bright and simple picture. With minimal background distraction.

**FIRST LINE-** Include your name plus a keyword for your niche. (Passive income, Faceless Marketing, digital marketing, etc.) Instagram is a search engine so this will help you get found easier

**SECOND LINE-** This is where you put your "I help" statement. When creating this think about your target audience + problem you solve for them.  
'Helping ( the who/ideal client ) {make money/grow on IG/build a biz } > desired outcome with > digital products, MRR > how they achieve it'

**THIRD LINE-** Credibility (before you get results to put here) use qualification or relatability.

**FOURTH LINE-** What you want them to do next. Point them to a **freebie**. This will get them in your sales funnel + automations to ALL your offers. When you give value you build relationship + trust first, it then leads to sales.

# 01

## HOW TO ENGAGE

You want engagement in your stories, we will talk about in a bit, but for now lets talk about *ENGAGING WITH OTHERS*

If you hop in your friends stories and interact and comment, ***the love will return***. IG wants you to be social. When you are, content is pushed. Don't spend your days constantly consuming but ***schedule 15 min a day for engagement***.

Comment on posts but ALSO hop in stories after you post your REEL for the day and ENGAGE!

# 02

RELATABLE + ***INTERACTIVE***  
***CONTENT*** TYPES  
CONTENT ***CATEGORY***  
CALL TO ***ACTION***

# Relatable + Interactive

## 02

The goal of your stories should be to serve your warm audience, give them goodies, specials + GET ENGAGEMENT!

### Relatable

**Relatable:** This is your business so keep it professional. No one wants to see what you ate for lunch...BUT... think about your audience and post relevant relatable content especially that gets interaction!

**Documenting your journey** in your business by sharing your story will be the MOST highly relatable thing you can do. Remember, people love watching people- WINS, LOSES, all of it. **This is how you are building LIKE, KNOW, TRUST.**



# Relatable + Interactive

## 02

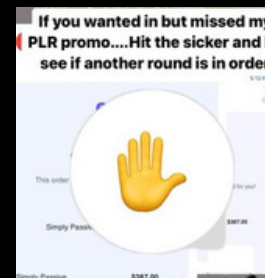
The goal of your stories should be to serve your warm audience, give them goodies, specials + **GET ENGAGEMENT!**

### Interactive

**STICKERS:** Try each day or minimum every other day to post a one interactive sticker.

**POLL, QUESTION BOX, FUN QUIZ, TIMER + COUNTDOWNS**

**BONUS TRICK:** Make an interactive sticker the **FIRST** post for your day. This will kick your stories out front right away.



# Content Types

## 02

*The idea here is to create a content strategy that balances these three pillars of content. Speaking people's unique "receiving" languages.*

### Educational

Share valuable information or teach something interesting. This content often speaks to stats. How-to, quick tips, or informative content- these often perform well. **Giving value to the viewer.**

### Emotional

Create content that inspire or motivates. This content often speaks to the transformation. This could be related to personal growth, success stories or showcasing your story/journey. **Build Like/Know/Trust**

### Entertaining

Capture viewers attention quickly with relatable humor, creativity or storytelling. **Keep them engaged!**

# Content Category

## 02

The main rule of thumb for stories is to use "Talking head" around 20% and keep a balance for the rest. Dont overload your stories 7-15

### TALKING/SHARING

These are great for building trust. This is where your audience gets to know you. Make sure you show up with excitement .If you are faceless you'll post a picture and type what you have to say.

### B-ROLL

This is great to use behind pictures of testimonials, and screen shots of new sales. The movement behind your screen shots add interest. Balance personal footage and aesthetic nature type b-roll here.

### AESTHETIC SLIDES

These are perfect for launches and digital product/offer details. Everyone loves a good list, a categorized and blocked content information slide, just hits!



# Content Category

## 02

### TALKING HEAD

**Start with an extra strong hook.** You have a split moment to grab your viewer's attention, so make the most of it! For example, don't start out with "Just hopping on." Just jump right in with your hook! **Don't talk too slow.** Be enthusiastic. Do a run-through can cut the fluff. Remember, people have short attention spans **Include closed captions.** Most people are scrolling with their volume either really low or completely off. **Include a title** This helps viewers listen longer to hear your point when they know it upfront!



# Content Category

02

## B-ROLL

***B-Roll footage is basically background content.***

***Examples of B-Roll footage include:***

Pushing your stroller on a walk

Pouring a cup of water

Cup of coffee

A short clip of the sunset

Flowers

....basically any random thing.

The idea here especially if you are in a passive income business is showing your business working for you while you are living!

***Tip: collect a few pictures throughout your day + add them to an album in your phone so they're easy to find.***



# Content Category

02

## Aesthetic Slides

1. Make sure you are using pictures and colors that match your brand. Consistency is key for your audience to learn who you are.

**When they see familiar they feel comfortable** = LIKE KNOW TRUST!!

2. Make sure you are blocking your content, notice how I am breaking up sentences in this document with **bold**, CAPITAL, *graphics*, and *images*?

Keep your sentences short and block them, break it up with some color background + use two fonts and balance them.



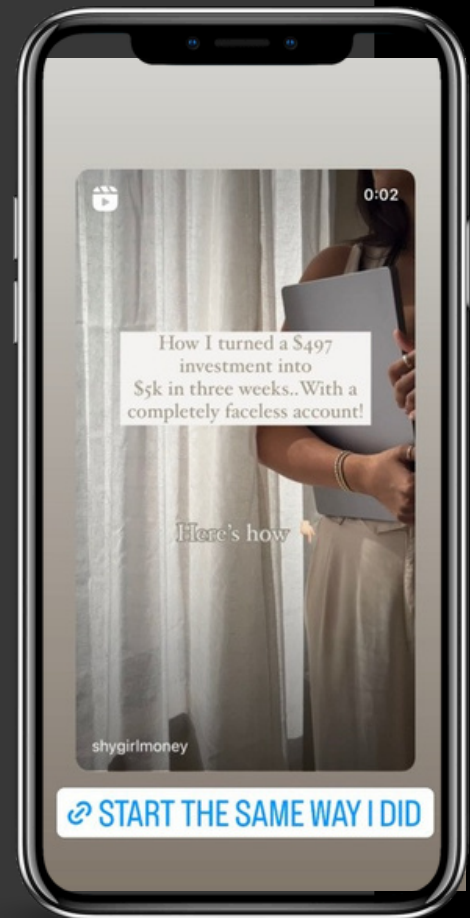
# Content Category

## 02

### SHARE POSTS

**A COUPLE OF IMPORTANT NOTES ABOUT YOUR "SHARING POSTS" STORIES SLIDES:**

1. YOU NEED TO TYPE SOME KIND OF TEXT ON THE SCREEN TO MAKE SURE YOU GET WATCH TIME, YOUR **WATCH IS COUNTED IF THEY STAY THE ENTIRE STORY!**
2. YOU NEED TO CREATE SOME KIND OF TEXT HOOK THAT **DRAWS THEM TO THE CAPTION** SO THEY WILL ACTUALLY COMMENT AND INTERACT WITH THE REEL.



# Call to Action

## 02

### LEAD TO YOUR STORE

Share your product link in your stories! Make sure you have a good sales approach. ***Don't shove this in their face***, but make your link to store/website within reach! People want easy access.

### LEAD TO DM'S

You can lead people to your DM's ***instead of posting a link*** to encourage conversation and get the boost of engagement and a sale! Also this allows you to ***truly serve them*** by providing exactly what they need. You can also just encourage conversation outside of an alternate for a link to a sale. ***Remember engagement in general is a BOOST***

# 03

- **BRANDING *TIME***
- ***STORY SELLING***
- **STORIES *REST***
- ***BONUS* SUFF**

# Branding Time

03

## Branding Pillars

**FONT:** Only 1-2 of the same fonts. Use fonts that are easy to read on your video, if they can't read it they will pass on by. Text location- needs to not be covered by caption. Top of screen captions are favored.

**COLORS:** Stick with your brand colors used in your products and website. You want to be recognizable.

**FILTERS :** Don't over do it, keep it natural and on brand. If you plan on boosting it as a paid ad- do not use a filter. A favorite is "Moody" to darken the screen for text overlay. Keep in mind lighting and background to stick with a branded familiar look.



# Story Selling

## 03



Okay now lets talk language within your stories.....

***While you are building like, know and trust in your stories you want to make sure that the language you are using is not TOO SALESY and not too casual.***

Posting links in every story will not help. Most gurus say stories with links tend to get less views, it is a direct offer.

*Use casual language that makes them feel like they are sitting across the table from you!!*

***ALSO BALANCE USING TRIGGERING LANGUAGE THAT EMOTIONALLY MOVES PEOPLE TO TAKE ACTION:***

***EXPLODE YOUR BUSINESS, BOOST YOUR SALES***

# Stories Rest

## 03



The concept here is that every other week or so, you “**rest**” you stories by **NOT POSTING for 24hrs.** Give you stories time to completely run out. Then come back into posting the next day.

***HOT TIP: The first story you post make it an interactive sticker this will keep the boost beyond just your first post!***

***Make sure your second post*** has POWER PACKED info. A launch special, digital product sale or in depth info on one of your products. Something that will drive traffic to an offer.

***Maximize this day*** because the boost in numbers usually lasts a day.

# BONUS Stuff

03

## Extra Tips

**Keep it simple:** Stories don't have to be complicated or time consuming. Don't overthink it! Let it be organic. Authentic trust is the AIM!

**Be Patient:** It takes people 7-8 times to hear something and trust it. So you better believe this foundation takes time but it so worth it.

**Stay Consistent:** I can't stress this enough! Play the long game. Keep your followers in mind, add value and solve a problem for them. Show up every day.

**Balance your Offers.** This goes back to story-telling and not being to SALES-y in your approach. Do not post about every product you have back to back. Have a main focus for the day.

# BONUS Stuff

03

## Extra Tips

**80/20 RULE:** You showing up and be relatable online to build relationship, connect and SELL your products online, is 80% Mindset and 20% Products. Show up to SERVE others and use Energetics to close and land the SALE. We are not all influencers, we are here to make sales.

**Sales Psychology:** Urgency and Scarcity are powerful tools to be the person who is CLOSING THE DEAL. Use countdowns, do limited specials. Be the closer!

**Pain VS Power Points:** If you speak to people ready to change and grow you will see RESULTS.

**Follow the rules + Break the rules:** When people know what to expect and you have a clear brand voice you will gain **LIKE KNOW TRUST**. We are creatures of habit. Listen, the rush of adrenaline from moments of surprise are addicting. Sometimes breaking the rules is exactly what you need to add in excitement. **Honestly, trust your gut.**