

HALL-OF-FAME ADVERTISEMENTS REVEAL...

5 STORYTELLING SECRETS
TO HELP YOU **CAPTIVATE PROSPECTS**
AND INSPIRE THEM TO BUY



BY TOM RUWITCH
STORY POWER MARKETING

**STORY
POWER**
MARKETING

Introduction

WHY STORYTELLING?

The most successful marketing and advertising campaigns tell powerful stories.

Why? Because powerful stories captivate prospects and inspire them.

Stories inspire prospects to think, “I can relate!”

Stories inspire prospects to say, “Tell me more!”

Stories inspire prospects to buy.

To Master Storytelling, Study Masterpieces

If there was a Storytelling Hall of Fame, the five advertisements below would be first-ballot inductees. They’re storytelling masterpieces.

Some of them are almost a century old. Yet, their stories still stand out as brilliant and deserve our attention today.

We’re going to dive deep into these masterpieces because mastery comes from studying the masters.

So let’s get going.

Our Hall-of-Fame tour begins.

Let’s see those masterpieces up close. Let’s discover the secrets they reveal...

...so you, too, can create powerful, client-attracting stories.

SECRET #1

CAPTIVATING STORIES ARE NOT ABOUT YOU AND YOUR BUSINESS. THEY'RE ABOUT YOUR PROSPECT.

In the 1920's, a copywriter named Max Sackheim wrote an advertisement for a book called "How to Master Good English in 15 Minutes a Day," by Sherwin Cody.

It was one of the most successful direct response advertisements ever.

Do You Make These Mistakes in English?

Sherwin Cody's remarkable invention has enabled more than 100,000 people to correct their mistakes in English. Only 15 minutes a day required to improve your speech and writing.

MANY persons use such expressions as "Leave them lay there" and "Mary was invited as well as myself." Still others say "between you and I" instead of "between you and me." It is astonishing how often "who" is used for "whom" and how frequently we hear such glaring mispronunciations as "for MID able," "ave NOO," and "KEW pon." Few know whether to spell certain words with one or two "c's" or "m's" or "x's" or with "ie" or "ei," and when to use commas in order to make their meaning absolutely clear. Most persons use only common words—colorless, flat, ordinary. Their speech and their letters are lifeless, monotonous, humdrum.

Why Most People Make Mistakes

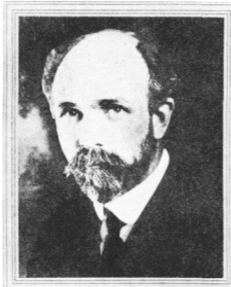
What is the reason so many of us are deficient in the use of English and find our careers stunted in consequence? Why is it some cannot spell correctly and others cannot punctuate? Why do so many find themselves at a loss for words to express their meaning adequately? The reason for the deficiency is clear. Sherwin Cody discovered it in scientific tests which he gave thousands of times. *Most persons do not write or speak good English simply because they never formed the habit of doing so.*

What Cody Did or Gary

The formation of any habit comes only from constant practice. Shakespeare, you may be sure, never studied rules. No one who writes and speaks correctly thinks of rules when he is doing so.

Here is our mother-tongue, a language that has built up our civilization, and without which we should all still be muttering savages! Yet our schools, by wrong methods, have made it a study to be avoided—the hardest of tasks instead of the most fascinating of games! For years it has been the crying disgrace.

In that point lies the real difference between Sherwin Cody and the schools! Here is an illustration: Some years ago Mr. Cody was invited by the author of the famous Gary System of Education to teach



SHERWIN CODY

English to all upper-grade pupils in Gary, Indiana. By means of unique practice exercises Mr. Cody secured more improvement in these pupils in five weeks than previously had been obtained by similar pupils in two years under old methods. There was no guesswork about these results. They were proved by scientific comparisons. Amazing as this improvement was, more interesting still was the fact that the children were "wild" about the study. It was like playing a game!

The basic principle of Mr. Cody's new method is habit-forming. Anyone can learn to write and speak correctly by constantly using the correct forms. But how is one to know in each case what is correct? Mr. Cody solves this problem in a simple, unique, sensible way.

100% Self-Correcting Device

Suppose he himself were standing forever at your elbow. Every time you mispronounced or misspelled a word, every time you violated correct grammatical usage, every time you used the wrong word to express what you meant, suppose you could hear him whisper: "That is wrong, it should be thus and so." In a short time you would habitually use the correct form and the right words in speaking and writing.

If you continued to make the same mistakes over and over again, each time patiently he would tell you what was right. He would, as it were, be an everlasting mentor beside you—a mentor who would not laugh at you, but who would, on the contrary, support and help you. The 100% Self-Correcting Device does exactly this thing. It is Mr. Cody's silent voice behind you, ready to speak out whenever you commit an error. It finds your mistakes and concentrates on them. You do not need to study anything you already know. There are no rules to memorize.

Only 15 Minutes a Day

Now is there very much to learn. In Mr. Cody's years of experimenting he brought to light some highly astonishing facts about English.

For instance, statistics show that a list of sixty-nine words (with their repetitions) make up more than half of all our speech and letter-writing. Obviously, if one could learn to spell, use, and pronounce these words correctly, one would go far toward eliminating incorrect spelling and pronunciation.

Similarly, Mr. Cody proved that there were no more than one dozen fundamental principles of punctuation. If we mastered these principles, there would be no bugbear of punctuation to handicap us in our writing.

Finally he discovered that twenty-five typical errors in grammar constitute nine-tenths of our everyday mistakes. When one has learned to avoid these twenty-five pitfalls, how readily one can obtain the facility of speech which denotes the person of breeding and education!

When the study of English is made so simple, it becomes clear that progress can be made in a very short time. *No more than fifteen minutes a day is required.* Fifteen minutes, not of study, but of fascinating practice! Mr. Cody's students do their work in any spare moment they can snatch. They do it riding to work or at home. They take fifteen minutes from the time usually spent in profitless reading or amusement. The results really are phenomenal!

Sherwin Cody has placed an excellent command of the English language within the grasp of everyone. Those who take advantage of his method gain something so priceless that it cannot be measured in terms of money. They gain a mark of breeding that cannot be erased as long as they live. They gain a facility in speech that marks them as educated people in whatever society they find themselves. They gain the self-confidence and self-respect which this ability inspires. As for material reward, certainly the importance of good English in the race for success cannot be over-estimated. Surely, no one can advance far without it.

FREE - Book on English

It is impossible in this brief review, to give more than a suggestion of the range of subjects covered by Mr. Cody's new method and of what his practice exercises consist. But those who are interested can find a detailed description in a fascinating little book called "How You Can Master Good English in 15 Minutes a Day." This is published by the Sherwin Cody School of English in Rochester. It can be had by anyone, free upon request. There is no obligation involved in writing for it. The book is more than a prospectus. Unquestionably, it tells one of the most interesting stories about education in English ever written.

If you are interested in learning more in detail of what Sherwin Cody can do for you, send for the book "How You Can Master Good English in 15 Minutes a Day."

Merely mail the coupon, a letter or postal card for it now. No agent will call. SHERWIN CODY SCHOOL OF ENGLISH, 8811 B. & O. Building, Rochester 4, N. Y.

SHERWIN CODY SCHOOL OF ENGLISH
8811 B. & O. Building, Rochester 4, N. Y.

Please send me, without obligation on my part, your new free book "How You Can Master Good English in 15 Minutes a Day." No agent will call.

Name

Address

Zone No.

City

State

If 18 years or under, check here for Student A

The publisher tried alternative ads to test against Sackheim's.

Sackheim's version won every test -- year after year after year.

One of the headlines the publishers tested was: "The Man Who Simplified English."

"Do You Make These Mistakes in English?" trounced "The Man Who Simplified English." The winning headline worked two-times better than the challenger.

Why's that?

Because "The Man Who Simplified English" screams "Look at me!" It's all about Sherwin Cody.

The winning headline, the headline that ran for decades, the headline that sold so many books...



...the winning headline was ABOUT THE PROSPECT.

The great adman and copywriter John Caples dissects the competing headlines in his book "Making Ads Pay — Timeless Tips for Successful Copywriting."

Caples says the "The Man Who Simplified English" is written "...from the wrong angle." It's all about the seller, not the buyer.

Caples calls this "manufacturer's copy" because it emphasizes the manufacturer, the seller.

"The manufacturer is simply saying, 'Look at me! Look at what I did! Look at what a great guy I am,'" Caples writes.

Caples calls the winning headline “self-interest copy” because it reflects the PROSPECT’s interest.

It speaks directly to the prospect and implies valuable information will follow.

Your Story Will Captivate Prospects If It Reflects THEIR Experience

The best marketing shines the spotlight on the prospect. It reflects their experience. It crafts a story they can relate to. It invites them to say, “Yeah! That’s me.”

When prospects relate to your headlines and stories, **you captivate them. They itch to know what happens next. They read on.**

And get this: When people hear a captivating story, their brains release chemicals -- such as oxytocin -- that make them feel good. The chemicals act like a love potion so prospects know, like, and trust you more.

When you tell a story that reflects their experience, prospects are more likely to act because your offer feels relevant to them.

One more client-attracting detail about this ad: This headline sparks curiosity.

Bonus Tip: Curiosity-sparking headlines are irresistible.

If someone is prone to making mistakes in English, they’ll see “Do You Make These Mistakes in English” and wonder, “WHICH mistakes?”

They’re curious. They want answers. So they keep reading. They can’t resist.

SECRET #2:

THE BEST STORIES EVOKE A SIMPLE, TRANSFORMATIVE JOURNEY. SELL THE JOURNEY, NOT THE PRODUCT.

Keep it simple. Don't overthink it. Don't make your stories so complex.

You're not writing a screenplay for a Hollywood blockbuster. You're simply reflecting journeys your prospects take...

...from stuck to unstuck...

...lost to found...

...frightened to brave...

...self-doubting to confident.

Here's a Hall-of-Fame example from Apple. It's a video advertisement called "Bounce." A simple story. Not a single line of dialog.

"Bounce" starts with a frowning man, sitting on his bed, bouncing a ball against the apartment wall.

He drags himself off the bed, puts on his coat and shoes, stares at the mirror, and forces a smile.

Is he ready for the day? Not really!



But then he pops his Apple AirPods in his ears, and the music begins.

He's transformed. He no longer drags his sullen self through the day. He has spring in his step. He literally bounces off the sidewalk.

See for yourself:



Watch video at: StoryPowerMarketing.com/bounce

The ad has great special effects. Technically complex.

But the storytelling is simple.

Unhappy Man transformed into *Happy Man*.

Foot-Dragging Man transformed into *Bouncing Man*.

A simple before-to-after journey, brought to you by Apple AirPods.

What Does Apple Sell? What Do You Sell?

I showed “Bounce” to a client and asked her: “What does Apple sell?”

She hesitated. I gave her a hint: Apple does NOT sell AirPods. Apple sells the transformation AirPods enable.

She smiled and said, “Apple sells *spring in your step*.”

Bingo. Apple sells the BOUNCE. “And...?” I asked.

Her eyes lit up and she said, “Apple sells a cure for the doldrums,”

Double Bingo!!! Watch the video again. You see it, don’t you?

Not a single word spoken about the product. Just a SIMPLE story, about a young man who drags himself off his bed, dreads the day ahead, and trudges out the door with shoulders slumped, until...

...the AirPods deliver.

Goodbye doldrums. Hello BOUNCE.

Apple doesn’t sell products. Apple doesn’t sell AirPods. Apples sells the **transformation from doldrums to bounce**.

**You don’t sell products or services, either.
Like Apple, you sell transformations.**

And you’ll sell more if you craft stories describing the transformations.

And don’t forget...Keep it simple.

SECRET #3

TELL STORIES THAT REFLECT YOUR PROSPECTS' ASPIRATIONS AND FEARS

What do your prospects fear? What do they crave? What keeps them awake at night, frustrated and worried?

How would your prospect fill in the blanks...?

If I could only _____, then I would _____.

Your prospects have fears and frustrations and dreams and aspirations.

If you know -- I mean really KNOW – what makes your prospects tick, you have the building blocks to assemble powerful, captivating stories.

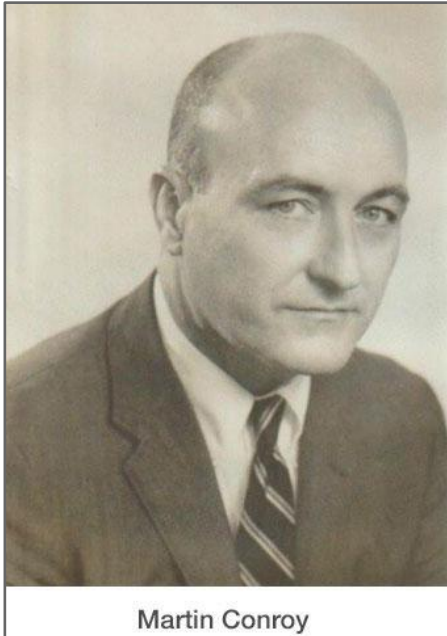
The Wall Street Journal knew.

That's how *The Journal* crafted a masterpiece advertisement that was the longest-running sales letter ever.

Penned by legendary copywriter Martin Conroy, the letter tells the story of “Two Young Men” who began life’s journey on the same path.

The letter begins: “On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much alike, these two young men. Both had been better than average students, both were personable and both — as young college graduates are — were filled with ambitious dreams for the future.”

Fast forward a quarter-century, and the two men have returned for their 25th reunion.



Martin Conroy

Since graduation, they've both married, raised families and gone to work for a great company — the same company, in fact.

Two young men who seemed to be on identical paths. But their paths diverged.

The letter tells us: "One of the men was manager of a small department of that company. The other was its president."

The letter doesn't describe the reunion. But we can imagine...

...The company president struts his stuff, proud, accomplished, the guy who made something of himself...

...the manager of a small department feels small, insignificant, a failure -- or at least a man of unfulfilled promise.

Wall Street Journal prospects read the story and think, "I can relate." The two young men reflect those prospects' fears and aspirations.

Aspirations: Climb the ranks. Reach the C Suite. Make something of yourself. Be THE ONE everyone envies.

Fears: Get stuck in a dead-end job. Fall behind. Achieve less than you imagined. Be the man of unfulfilled promise, admired by few (if any).

Maybe you can relate to this. Maybe not. It doesn't matter.

Here's what matters: **MANY COULD RELATE** to this. Many aspired to make something of themselves. Many feared they'd get stuck.

The Journal's Two Young Men Letter spoke directly to those people. Readers picture themselves in the story, becoming either the forgotten middle-manager (fears realized) or the admired leader (aspiration achieved).

And readers think, "What happened to these two young men? Why did one climb the mountain and the other get stuck in the trough?"

So they read on, and the letter answers:

"...What makes this kind of difference in people's lives? It isn't native intelligence or talent or dedication. It isn't that one person wants success and the other doesn't. The difference lies in what each person knows and how he or she makes use of that knowledge. And that is why I'm writing to you and people like you about the Wall Street Journal."

Brilliant!

The Journal used that letter continuously for 28 years. More than a quarter-century!

Sophisticated companies don't run the same ad for a quarter-century (+) unless the ad works.

THE WALL STREET JOURNAL.

World Financial Center, 200 Liberty Street, New York, NY 10281

Dear Reader:

On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much alike, these two young men. Both had been better than average students, both were personable and both—as young college graduates are—were filled with ambitious dreams for the future.

Recently, these men returned to their college for their 25th reunion.

They were still very much alike. Both were happily married. Both had three children. And both, it turned out, had gone to work for the same Midwestern manufacturing company after graduation, and were still there.

But there was a difference. One of the men was manager of a small department of that company. The other was its president.

What Made The Difference

Have you ever wondered, as I have, what makes this kind of difference in people's lives? It isn't a native intelligence or talent or dedication. It isn't that one person wants success and the other doesn't.

The difference lies in what each person knows and how he or she makes use of that knowledge.

And that is why I am writing to you and to people like you about The Wall Street Journal. For that is the whole purpose of The Journal: to give its readers knowledge—knowledge that they can use in business.

A Publication Unlike Any Other

You see, The Wall Street Journal is a unique publication. It's the country's only national business daily. Each business day, it is put together by the world's largest staff of business-news experts.

Each business day, The Journal's pages include a broad range of information of interest and significance to business-minded people, no matter where it comes from. Not just stocks and finance, but anything and everything in the whole, fast-moving world of business... The Wall Street Journal gives you all the business news you need—when you need it.

Knowledge Is Power

Right now, I am looking at page one of The Journal, the best-read front page in America. It combines all the important news of the day with in-depth feature reporting. Every phase of business news is covered. I see articles on new inflation, wholesale prices, car prices, tax incentives for industries to major developments in Washington, and elsewhere.

(Over, please)

Copywriters, including Conroy, tried to out-perform “Two Young Men” with new letters. But nothing worked better.

The Journal’s Paul Bell attributes more than \$2 billion in sales to that letter.

Well-Told Stories Work

Why did it work? It reflects prospect’s aspirations and fears. That’s what well-told client-attraction stories do.

I know you’re not a newspaper publisher. But you can apply the same marketing and sales principles *The Journal* used to attract prospects and sell more.

What do your prospects want that your products and services deliver?

What do your prospects fear or dread, and how do your products and services protect them?

If you can answer those questions, you have the foundation for your marketing story...

...and maybe you can generate \$2 billion in sales...

...before your next high school reunion.

* * * * *

SECRET #4

DON'T BE AFRAID OF FEAR

One time, a client pushed back when I encouraged her to tell stories that reflect prospects' aspirations AND fears.

"I don't want to talk about their FEARS," she said. That's 'fear-based marketing.' I don't want to do fear-based marketing. It's manipulative," she announced.

I'd heard this before. I've heard this since. And I can relate. I used to look at it the same way, but then I realized two critical points that helped me:

The difference between unethical manipulation and ethical persuasion is INTENT. You intend to help your clients. If that's not true, you shouldn't be in business.

If that IS true, you are NOT being manipulative when you attract prospects and inspire them to buy. You are persuading prospects to act in their best interests.

If you want to attract prospects and inspire them to act, you have to meet them where they are.

And in many cases -- perhaps in most cases -- prospective clients are dealing with problems, frustrations, and fears. Sometimes BIG, paralyzing fears.

When you cite their problems, you meet prospects where they are so you can guide them to a solution.

You don't throw fuel on the fire.

You don't exaggerate.

You acknowledge. You empathize. You take them by the hand. You reveal a better way...

...And that's a GIFT you are giving them.

Which brings us back to the Storytelling Hall of Fame and a legendary Listerine ad from 1925 with this headline:

“Often a bridesmaid but never a bride”

Here's some of the ad copy (remember this ran in the 1920s):

“Edna's case was really a pathetic one. Like every woman, her primary ambition was to marry. Most of the girls of her set were married — or about to be. Yet not one possessed more grace or charm or loveliness than she. And as her birthdays crept gradually toward that tragic thirty-mark, marriage seemed farther from her life than ever. She was often a bridesmaid but never a bride.”

Then the kicker...

“That's the insidious thing about halitosis (unpleasant breath). You, yourself, rarely know when you have it. And even your closest friends won't tell you...”

And on it goes to describe how Listerine prevents and cures halitosis.

That's a brilliant ad.



Often a bridesmaid but never a bride

EDNA'S case was really a pathetic one. Like every woman, her primary ambition was to marry. Most of the girls of her set were married—or about to be. Yet not one possessed more grace or charm or loveliness than she.

And as her birthdays crept gradually toward that tragic thirty-mark, marriage seemed farther from her life than ever. She was often a bridesmaid but never a bride.

That's the insidious thing about halitosis (unpleasant breath). You, yourself, rarely know when you have it. And even your closest friends won't tell you.

Sometimes, of course, halitosis comes from some deep-seated organic disorder that requires professional advice. But usually—and fortunately—halitosis is only a local condition that yields to the regular use of Listerine as a mouth wash and gargle. It is an interesting thing that this well-known antiseptic that has been in use for years for surgical dressings, possesses these unusual properties as a breath deodorant.

It halts food fermentation in the mouth and leaves the breath sweet, fresh and clean. Not by substituting some other odor but by really removing the old one. The Listerine odor itself quickly disappears. So the systematic use of Listerine puts you on the safe and polite side.

Your druggist will supply you with Listerine. He sells lots of it. It has dozens of different uses as a safe antiseptic and has been trusted as such for a half a century. Read the interesting little booklet that comes with every bottle.

—Lambert Pharmaceutical Company, St. Louis, U. S. A.



Yes, some may cringe and call it “fear-based.” Indeed, it taps into fears.

But here’s the thing: Bad breath is a REAL THING. Fear of repelling a potential mate is a REAL THING. And Listerine offered a REAL SOLUTION.

(I’ve gargled gallons of mouthwash and eaten mountains of mints -- especially when I was single.)

When this ad ran in the 1920s, women had far fewer options. “Never a bride” was a real worry.

I was born four decades later, and that fear was still a big deal. I remember overhearing my relatives talking about my Great Aunt Ruth. They called her an “Old Maid.” I didn’t know, at the time, what an “old maid” was. But I could tell it wasn’t good. I could tell my relatives pitied Great Aunt Ruth.

Edna reminds me of Great Aunt Ruth.

So when Listerine told Edna’s story, it:

- Described a real problem
- Tapped a real fear
- Offered a valuable remedy

Was Listerine a magic potion that turned single women into brides? No.

But it was an effective treatment for bad breath. It bolstered their confidence. And it washed away the fear that they might repel a prospective mate because of bad breath.

That’s why the ad worked.

But don’t take my word for it. The numbers speak...

In 1921, Listerine rang \$115,000 in sales. By 1927, 2+ years after launching its halitosis ads, annual sales grew to \$4 million. By 1930, Listerine was the country's third-largest print advertiser.

Edna's story sold A LOT of Listerine...

...not because it was manipulative, but because Listerine met prospects where they were and offered an honest solution.

Think about it. All of the ads we've studied here in the Hall of Fame address, to some degree, people's fears. Including the fifth masterpiece on our Hall-of-Fame tour.

* * * * *

SECRET #5

TAP INTO UNIVERSAL EMOTIONS

In 1925, John Caples was a rookie copywriter working on an ad for home-study piano courses.

He drafted several headlines for his boss to see.

Here are a few:

1. “Can you play the piano? Neither could I three months ago?”
2. “They laughed when I sat down at the piano. But when I started to play...”
3. “I never saw my music teacher. But he taught me to play just the same.”
4. “Give me 10 minutes, and I’ll prove you can learn music without a teacher.”

Caple’s boss preferred #2. (Great choice!)

The headline captivated prospects. Caple’s ad sold thousands of home-study courses for the U.S. School of Music. And it became one of the most celebrated — and copied — ads ever written.

What makes it so great? It tells a story loaded with EMOTION.

You’ll attract more clients if you tap prospect’s emotions.

“They laughed at me when I sat down...”

Put yourself in his shoes. How does that make him **FEEL**? We don’t need to ask him. We know. Because we’ve felt it:

Embarrassment, humiliation, rejection, disrespect. Humans dread all of that.



"Can he really play?" a girl whispered. "Heavens no!" Arthur exclaimed. "He never played a note in his life."

They Laughed When I Sat Down At the Piano But When I Started to Play!—

ARTHUR had just played "The Rosary." The room rang with applause. I decided that this would be a dramatic moment for me to make my debut. To the amazement of all my friends, I strode confidently over to the piano and sat down.

"Jack is up to his old tricks," somebody chuckled. The crowd laughed. They were all certain that I couldn't play a single note.

"Can he really play?" I heard a girl whisper to Arthur.

"Heavens, no!" Arthur exclaimed. "He never played a note in all his life. . . But just you watch him. This is going to be good."

I decided to make the most of the situation. With mock dignity I drew out a silk handkerchief and lightly dusted off the piano keys. Then I rose and gave the revolving piano stool a quarter of a turn, just as I had seen an imitator of Paderewski do in a vaudeville sketch.

"What do you think of his execution?" called a voice from the rear.

"We're in favor of it!" came back the answer, and the crowd rocked with laughter.

Then I Started to Play

Instantly a tense silence fell on the guests. The laughter died on their lips as if by magic. I played through the first few bars of Beethoven's immortal Moonlight Sonata. I heard gasps of amazement. My friends sat breathless—spellbound!

I played on and as I played I forgot the people around me. I forgot the hour, the place, the breathless listeners. The little world I lived in seemed to fade—seemed to grow dim—unreal. Only the music was real. Only the music and visions it brought me. Visions as beautiful and as changing as the wind blown clouds and drifting moonlight that long ago inspired the master composer. It seemed as if the master

musician himself were speaking to me—speaking through the medium of music—not in words but in chords. Not in sentences but in exquisite melodies!

A Complete Triumph!

As the last notes of the Moonlight Sonata died away, the room resounded with a sudden roar of applause. I found myself surrounded by excited faces. How my friends carried on! Men shook my hand—wildly congratulated me—pounded me on the back in their enthusiasm! Everybody was exclaiming with delight—plying me with rapid questions. . . "Jack! Why didn't you tell us you could play like that!" . . . "Where did you learn!"—"How long have you studied?"—"Who was your teacher?"

"I have never even seen my teacher," I replied. "And just a short while ago I couldn't play a note."

"Quit your kidding," laughed Arthur, himself an accomplished pianist. "You've been studying for years. I can tell."

"I have been studying only a short while," I insisted. "I decided to keep it a secret so that I could surprise all you folks."

Then I told them the whole story.

"Have you ever heard of the U. S. School of Music?" I asked.

A few of my friends nodded. "That's a correspondence school, isn't it?" they exclaimed.

"Exactly," I replied. "They have a new simplified method that can teach you to play any instrument by mail in just a few months."

How I Learned to Play Without a Teacher

And then I explained how for years I had longed to play the piano.

"A few months ago," I continued, "I saw an interesting ad for the U. S. School of Music—a new method of learning to play which only cost a few cents a day! The ad told how a woman had mastered the piano in her spare time at home—and *wikosa!* a teacher! Best of all, the wonderful new method she used, required no laborious scales—no heartless exercises—no tiresome practising. It sounded so convincing that I filled out the coupon requesting the Free Demonstration Lesson.

"The free book arrived promptly and I started in that very night to study the Demonstration Lesson. I was amazed to see how easy it was to play this new way. Then I sent for the course.

"When the course arrived I found it was just as the ad said—as easy as A.B.C.! And, as

the lessons continued they got easier and easier. Before I knew it I was playing all the pieces I liked best. Nothing stopped me. I could play ballads or classical numbers or jazz, all with equal ease! And I never did have any special talent for music!"

Play Any Instrument

You too, can now teach yourself to be an accomplished musician—right at home—in half the usual time. You can't go wrong with this simple new method which has already shown 350,000 people how to play their favorite instruments. Forget that old-fashioned idea that you need special "talent." Just read the list of instruments in the panel, decide which one you want to play and the U. S. School will do the rest. And bear in mind no matter which instrument you choose, the cost in each case will be the same—just a few cents a day. No matter whether you are a mere beginner or already a good performer, you will be interested in learning about this new and wonderful method.

Send for Our Free Booklet and Demonstration Lesson

Thousands of successful students never dreamed they possessed musical ability until it was revealed to them by a remarkable "Musical Ability Test" which we send entirely without cost with our interesting free booklet.

If you are in earnest about wanting to play your favorite instrument—if you really want to gain happiness and increase your popularity—send at once for the free booklet and Demonstration Lesson. No cost—no obligation. Right now we are making a Special Offer for a limited number of new students. Sign and send the convenient coupon now—before it's too late to gain the benefits of this offer. Instruments supplied when needed, cash or credit. U. S. School of Music, 1031 Brunswick Bldg., New York City.

U. S. School of Music,
1031 Brunswick Bldg., New York City.
Please send me your free book, "Music Lessons in Your Own Home", with introduction by Dr. Frank Crane, Demonstration Lesson and particulars of your Special Offer. I am interested in the following course:

.....
Have you above instrument?

Name.....
(Please write plainly)

Address.....

City..... State.....

Pick Your Instrument

Piano	'Cello
Organ	Harmony and
Violin	Composition
Drums and	Sight Singing
Traps	Ukulele
Banjo	Guitar
Tenor	Hawaiian
Banjo	Steel Guitar
Mandolin	Harp
Clarinet	Coronet
Flute	Piccolo
Saxophone	Trombone
Voices and Speech Culture	
Automatic Finger Control	
Piano Accordion	

The first three words (“They laughed at me...”) evoke those dreaded emotions...

...until the tide turns.

“But when I started to play...”

We know what happened without reading another word. We can picture those laughs turning to applause.

We feel the journey...

...from embarrassment, rejection, and disrespect...

...to approval, admiration, popularity, respect. Humans crave those feelings.

Humans are vain and vengeful, too.

The headline draws you in because you want to know what happens next. You want to see how the guy (who everyone laughed at) will earn their approval. You want him *stick it to those people* who laughed at him. You want him to get the last laugh.

That’s the emotional journey, and you can relate. You share the feelings.

That’s what great stories do. They make you feel. When you write stories that tap into universal human emotions, your prospects will feel it, too.

They’ll relate to your story. They’ll relate to its characters. They’ll relate to you.

That means they’ll remember you more. They’ll know, like, and trust you. And they’ll be inspired to buy.

CONCLUSION AND NEXT STEPS

SEE WHAT IT TAKES TO BE A STORYTELLING STANDOUT

So, there you have it. Five legendary ads from the Storytelling Hall of Fame, revealing client-attracting secrets.

What now?

Because you've read this far, it shows you're serious about harnessing the power of storytelling.

I would like to personally help you discover how to create and deliver powerful stories that captivate prospects and inspire them to act.

There's no charge for this, and it will only take between 30 and 60 minutes.

After helping coaches, consultants, and other business leaders attract clients for 20+ years, I've gotten good at quickly getting to the crux of the matter.

I will show you the steps it takes to create client-attracting stories – without guesswork or getting stuck.

At the end of this initial planning session, one of two things will happen...

- 1) You love the steps I outline and decide to implement them on your own (If that's the case, I wish you the best of luck and thank you for meeting with me). Or...
- 2) You'll love the plan and ask to become a Story Power Marketing client so I can personally help you execute and benefit from it ASAP.

It's really that simple, and there is no catch.

Think about this...

The “worst that can happen is you invest 30-60 minutes of your time and get some excellent information that can help you attract clients right away.

The best that can happen: You’ll work with me to become a confident storyteller so client-attraction becomes simpler, more predictable, and more productive.

Here’s how this works...

First, I’ll reveal how top marketers *discover stories* so they have the building blocks they need to assemble client-attracting content.

Then, I’ll share some story ideas that I specifically craft for you to attract and inspire clients for your business.

And finally, we’ll discuss how powering up your stories will eliminate all the guesswork and wheel-spinning that makes marketing feel so hard.

When we’re done talking, you’ll have clear understanding...

...of how marketing masters harness the power of storytelling to attract clients – and what it will take for you to do the same.

And remember...there is no charge for this consultation.

So why would I offer this to you?

Two reasons.

First, I enjoy doing this. I’m passionate about storytelling, and I love to help coaches, consultants, and business leaders discover and deliver client-attracting stories.

Second, this is how I attract clients.

Here's how that works...

Assuming you're happy with our conversation, and you want my help to harness the power of storytelling...

...I might invite you to become a consulting client or join my VIP Story Generators coaching program.

The investment depends on a number of factors, but ranges from \$6,000 to \$7,500.

But if you think about it, it *really doesn't cost you anything*.

Why?

Because you'll land more clients, spend less on failed marketing efforts, and increase profits – all with less frustration and more peace of mind.

For most of my clients, one new sale more than offsets the investment in my programs.

If you choose not to make the investment and become a client, that's fine, too.

I won't pressure you – ever.

The truth is, this is not for everyone

I'm very selective about whom I talk to, and I have a set of criteria that needs to be met in order to proceed.

Here it is...

First, you need to be ready to learn and open to coaching. I'm not going to share with you the same old boilerplate marketing tips. And when I review where your marketing stands, I'm not going to sugarcoat it.

I'm going to offer you actionable advice that may seem counter intuitive. But it works – as long as you're willing to act on the guidance I deliver.

Second, you need the willingness and the authority to invest in a program that will generate profitable returns. If you can't afford the price range I noted above, if you're simply looking for a quick consultation and some free advice, I'm not your man.

Third, you must be willing to invest some time and effort to power-up your stories and get results.

I'm not offering you an *easy button*. I **AM** offering you a more simple, predictable, productive way to attract clients and inspire them to act.

But I don't hand that to you on a silver platter. This is not a full-service, do-it-for-you marketing program. I work with you and guide you through proven systems and processes. You must be willing to participate in the process.

Assuming you meet the criteria and would like to talk to me...

I'll happily set aside time for you. The process for that is as follows:

First, you'll complete a simple application. (Don't worry, there aren't any hard questions.)

I want to get some information in advance so our time together is as productive as possible.

After you complete the application, you'll jump to my online calendar so you can select a time to talk.

Again, your initial call/meeting with me will be between 30 and 60 minutes.

This is where we'll start working together and figure out what your goals are and how to best achieve them.

If at the end of your meeting, you decide you want to become a client, and I agree it's a good idea...

...GREAT! I'll reveal next steps when we talk.

Again, if you decide you don't want to become a client, that's fine as well.

WARNING

Time is of the essence. I've allocated a limited amount of time for these free strategy sessions. I spend most of my time working with clients to get them results.

So, if you feel like this is right for you...

Click the button below to get access to the application, and then schedule time to talk to me.

This is your opportunity to get advice from a true expert about how you can

Harness the Power of Storytelling to Attract Prospects and Inspire Them to Buy

And we'll begin that process without cost or obligation.

If this sounds good to you, click the button below to set up a time for us to chat. Meetings are accepted on first-come, first-serve basis.

Click the button below and get started now while it is fresh in your mind...

[REQUEST A MEETING WITH TOM](#)