

Secrets of the Masters

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[NZ Marketing Systems](#)

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~ The Sales Pitch Secret: How To Sell More

Why Stories Are More Powerful Than A Pitch



If you walked into a small bedroom, you'd see boxes of comics, posters of heroes and drawing of my heroes.

You'd see books after books and all of these and more had one thing in common.

They told a story.

For hours on end, I'd watch comedians like Laurel and Hardy, Buster Keaton on my parents black and white TV.

As the world changed with technology, big screens and large cinema's; I watched Superman find his destiny and Spiderman battle with being normal to a superhero.

I've watched the Dare Devil and the Hulk. To legends of Baseball and Martial Arts like Bruce Lee.

All related to me because I always wanted to be stronger and have a greater purpose in life.

I didn't learn fly. There is no cape or firing weaving webs. There is no Merlin beside me and I'm not sitting at the round table. All of which were things I'd think about as a teenager.

However, I did become a story writer, which helped for marketing work I do.

How To Write Compelling Stories For Your Email Autoresponder

The power is in revealing your targeted prospects own story.

You reveal their own challenge, their own emotional pain and help them to take action on the offer that will change their lives.

A story always begins with a need for something.

Either is a need to prevent a pain or to eliminate a frustration that is dominating someone's life.

Either it is the yearning to be entertained or feel inspired.

It is always a 'feeling.'

It can start with someone who has either been bullied or betrayed. Or about a hero that no one believed in. It

must sense to their environment and their challenge.

What's great about writing stories is - the world around you is full of stories.

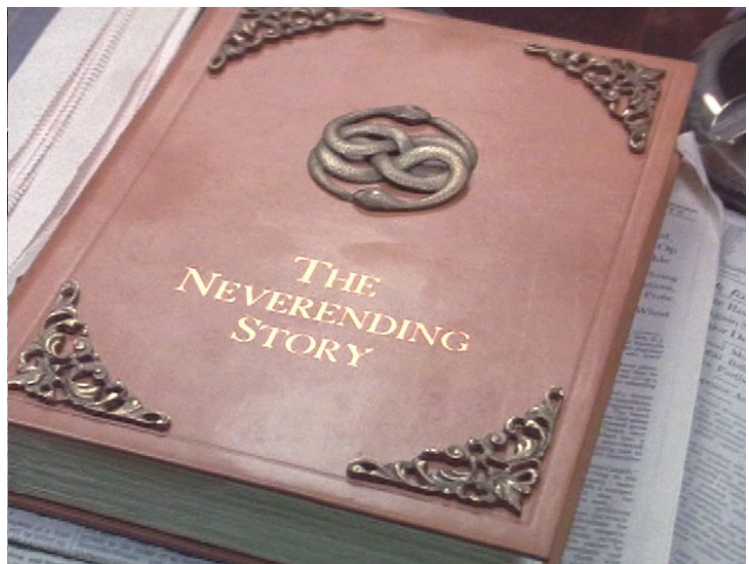
You can share stories from your clients who have used what you have to offer. Let their stories do the talking for you.

You can use your own and if you look at photographs of weddings, social life, music you like and many other events in your life, you'll see stories.

You'll find stories of mishaps, joy, betrayal, success, failures, disappointments, trust, fear, inspirational and much more.

There's newspapers, magazines, billboards, TV commercials, movies.

These can be used to reveal your prospects own frustrations, their own needs and most of all, their hunger to solve their problem – and take action.



Where Do You Start In Creating The Story For Your Email Sequences?

Your story begins with knowing who your targeted prospects are and what their needs are.

You'll also learn of their objections, what they have bought already, from where and what let downs they had before.

Only after you have done this work, will you have the confidence to write a sequence of emails for your auto responder – which flows and makes sense.

Each email that is sent will bring your prospects closer to see their problem and eliminates their objections.

They build trust with you and increase your credibility.

Now, not everyone will purchase straight away and that's ok.

That is why movies have trailers way before the movie is released.

These trailers are played week after week, month after month to excite, increase curiosity and get the prospect to want to take action to pay to see the movie.

So be patient, tweak and refine, and find your own true authentic voice.



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