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# **Storytelling That Sells:**

## **Turn Words into Sales**

6 Sessions

12 Hours

### **Program Outline**

#### **Introduction to Storytelling in Marketing**

- What is Storytelling and why it works in marketing
- The psychology of stories: why people remember stories more than facts
- Famous brand campaigns that mastered storytelling

#### **The Core Elements of a Story**

- Hero, conflict, resolution, climax, and moral
- Understanding the “Hero’s Journey” in the marketing context
- Building relatable scenarios that mirror your audience’s life

#### **Emotional Triggers in Storytelling**

- Using emotions: fear, hope, love, pride, and curiosity
- Storytelling techniques: Curiosity Gap, Open Loops, Emotional Hooks
- Creating a strong Call to Action (CTA) inside a story

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#### **Storytelling Frameworks & Techniques**

- AIDA, PAS, FAB, Before–After–Bridge, Golden Circle
- Plot twists, pacing, setting, and character development
- Crafting narratives for different marketing goals (branding, sales, engagement)

#### **Adapting Stories Across Platforms**

- Short-form storytelling (TikTok, Reels, Shorts)
- Long-form storytelling (YouTube, Blogs, Podcasts)
- LinkedIn & Email storytelling: building trust & authority
- Repurposing the same story for multiple channels

#### **Practical Storytelling Workshop**

- Group exercises: creating stories for real products/services
- Converting one story into multiple formats (video script, LinkedIn post, email copy)
- Peer review & feedback session
- Final project: each participant delivers a complete storytelling campaign

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### **Program Outcome**

 **By the end of this workshop, participants will:**

- Master the art of creating emotionally engaging marketing stories.
- Learn storytelling frameworks that drive sales, loyalty, and virality.
- Be able to transform brand messages into narratives that resonate with audiences.
- Gain practical skills to adapt stories across platforms (social media, ads, blogs, emails).
- Develop a storytelling mindset that enhances content creation, branding, and campaigns.