



## Ray Edwards Show, Episode 280

### How Do I Sell Using Stories?

**Ray Edward:** *Ray Edward show*, episode 280. How do I sell, using stories.

**Voice-over:** The *Ray Edward Show*. Live your destiny by design. Start, run and grow your own internet-based business and create the life of your dreams. You can do it. This is the *Ray Edward Show*.

**Music:** Let's change the world and watch your business grow. Welcome to the *Ray Edward Show*.

**Sean Edward:** I don't know. I think it's impossible.

**Ray:** To sell using stories?

**Sean:** Yes, the fiction industry proves that you can't make any money there.

**Ray:** That's true, except for the fact that the main stories like for instance, I don't know if you knew the story of San Diego, we were-- I saw the bar where they filmed the bar scene in *Top Gun*.

**Sean:** Yes, I did know that.

**Ray:** I don't figure this, but when that movie came out, the US Navy saw an incredible increase in applicants to be naval aviators.

**Sean:** Naval aviators to be top guns?

**Ray:** Yes, much more than any ad campaign they had done before or since. It wasn't like product placement, we hadn't gotten that advanced yet. Just was like a movie that made being a naval aviator seem really cool, unless you were Gooch. It was not cool for him.

**Sean:** Gooch or Goose?

**Ray:** The guy whose name started with a G.

**Sean:** I can't remember, now you got me confused.

**Ray:** It's the Edwards. Anyway, stories actually work. We hear from a lot of people who they're not getting the results they want from their sales and marketing efforts. Many have heard, especially now that I'm doing so much work with Donald Miller, that you should use stories to sell. Maybe you've tried but it just doesn't seem to work for you. It can be worse if you tried it poorly. So, you try to tell stories to sell

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and it seems to have cost you; maybe cost you subscribers, maybe cost you sales, maybe cost you credibility. What you're trying to do is noble.

You want to be able to just tell great stories, not sell hard, not be pushy, not be salesy, but you still want to make money. Maybe even have your readers and buyers thank you. The question is, is that possible? The answer is, absolutely yes. Now, this story is not about me. Last week I told a story and it was about me, so I'm going to just go ahead and tell you right now. The mystery of the story is not about me.

**Sean:** Oh, in case you missed last week episode-

**Ray:** Go ahead and get the disclaimer.

**Sean:** The disclaimer, this shows you a little bit behind the magic. This might bust some of your bubbles, but we record this in batches and my dad has not been sick for over a week now. Actually, you may have been sick for about a week now, but it hasn't spanned multiple weeks over multiple episodes. We just were forced to record several podcasts at a point where you were sick.

**Ray:** So, it's going to sound like I'm sick for like five weeks in a row?

**Sean:** Right, yes, [unintelligible 00:03:31] episodes of these we do, but is not. He doesn't have like throat cancer or anything, no worries.

**Ray:** Anyway, it's all good. So, story. There was a young man who totally failed as corporate employee, could not work for the man. So, became a stay at home dad and sent mom out to make the bacon. This young man began back when we used to get those discs in the mail from AOL.

**Sean:** Oh my God. [laughs] I forgot all about those. Oh my God, trying to convince people to get on the internet? [laughs]

**Ray:** You've got mail.

**Sean:** Here's your free trial of America online, get on the internet now.

**Ray:** When they said it, they said, "America online."

**Sean:** "America online." [laughs]

**Ray:** This young man, during those days, was putting out a newsletter on America Online.

**Sean:** America online.

**Ray:** He was doing okay, and then he started sending out personal stories as part of his emails and his sales began to sky rocket. He paid attention, he's a scientifically minded guy, and noticed as a scientist, "That seemed to work. I think I'll do some more of that."

**Sean:** You mean he applied a rational non contradictory consistent methodology to his life in business?

**Ray:** Call him crazy, but he did. He found himself in the weird position of realizing one week, one seven-day period, he had brought in six figures. So, he was able to let mama come home and he started bringing home the bacon. Story telling was and is a huge part of his business. He's not Donald Miller, I'll tell you the rest of the story in a few minutes.

**Voice-over:** Does anyone want to live a life that is long and prosperous? Spiritual foundations.

**Ray:** True to my ambitions from last week, I'm going to bring another spiritual foundations that has something to do with our topic. I'm quoting from the Gospel of Matthew 13:34, and whether you are a Christian or not, whether you're spiritual or not, maybe you think Jesus was just a good teacher, maybe you think he was imaginary--

**Sean:** I'm just going to interject though, if you just think Jesus was a good teacher, I don't think you understood what he taught because if he wasn't the son of God, then what he taught--

**Ray:** Was lunacy.

**Sean:** - was lunacy and not good. Actually, would be quite malicious and destructive to people's lives. [laughs]

**Ray:** Pretty much you really got to decide he was the real deal or he was trouble. In Matthew 13:34 though, one thing we can all agree on is, the teachings of Jesus have permeated the population of the world over the ages.

**Sean:** That is true.

**Ray:** How did he do that? Well, the answer is found in the New Testament. Matthew 13:34 said Jesus used stories when he spoke to the people. In fact, he did not tell them anything without using stories. That would seem to indicate story telling is a good way to spread your message. I would, if I were you, take some encouragement from that and settle in your mind once and for all. Storytelling is powerful and you need to pursue becoming skilled at this. We'll get into the how a little later in the show.

**Voice-over:** Now, simple hacks that make life cheaper, easier and faster. Ray's Tip of the week.

**Ray:** This would have been two weeks ago, we had a security meeting in our company because finally decided to stop sharing passwords via email and crazy stupid things like that. I want to offer this tip that you may not like. My tip is you need to activate two factor authentication upon every service you use that offers them. I'll explain what it is momentarily. I can tell you there are a lot of services that you use that offer this feature: iCloud, your Apple account with iTunes, Dropbox, Gmail most major services, Google drive, all offer two factor authentications.

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One factor authentication is just something you know, like a password. So, you have a username and you know the password, and you fill in the password and that gets you in. The problem is most people use the same password over and over again. If a hacker finds your password somewhere online, you can imagine what the problem is there. They'll go and try all the major services and see if they can get into your accounts. Often, they do. Some very well known people that are friends of mine that I respect a lot have been hacked in just this way.

Two factor authentication means you have something you know, like your password, and then there something you have. This usually takes the form of a one-time code. When I try to login into Gmail or my Google apps account, I put in my password and a message pops up that says, "We just sent a one-time code to your authenticator app. Please enter that code here. If I can't come up with that code, I don't get into my Gmail account. This is a bit of hassle, but it means the bad guys cannot get into your account just because they have your password.

If you really want to go crazy, there is three factor authentication which is something you know, like a password, something you have, like a one-time code, and then something you are. This usually takes the form of bio-metric verification like fingerprints, retinal scans, think of touch ID on Apple products. Of course, there's a problem. Any of us who've seen very many spy movies know what the problem is with this particular technology.

**Sean:** It can be counterfeit or hacked.

**Ray:** They can pluck your eye out or cut your thumb off or in a less gross scenario, they could just forcibly take your thumb and stick it on the screen and make you authenticate your way in. While that third factor is a good thing, the two factor authentication method is really, I think, one of the best things you can do to make all your accounts more secure. So, I'm going to encourage you to do that. Make your life, your bank accounts, your family's privacy much more secure.

**Voice-over:** And now, our feature presentation.

**Ray:** All right, feature presentation time. How do I sell using stories? Well, you tell them.

**Sean:** All right, great show guys. Have you found this helpful?

**Ray:** Wait, wait, wait, I think they're probably going to want more than that.

**Sean:** Oh, really? That's not enough?

**Ray:** There are seven ways in which you can use stories in your marketing to make your marketing more effective. Number one is, you use stories to develop what I call the KLT factor.

**Sean:** I thought it was going to be the quilt factor.

**Ray:** Oh, well, that too. You could just wear a quilt, but then, also by telling stories you help develop the know, like, and trust factor. Because as I tell you more and

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more stories, you get to know stuff about my life, I'm telling you stories about my life, you get to know stuff about my opinions about things, how I see the world, and you'll either decide, "I know this guy, I like this guy, and I trust this guy," or you'll decide, "I can't figure this weirdo out and I don't much like him and I don't trust him as far as I can throw him." But one way or another, you're going to make a decision.

As Jim Edwards, no relation that we know of, but he's a great marketer, he says, "Love me, or hate me. There's no money in the middle."

**Sean:** I think trump can identify with that.

**Ray:** Regardless of what your opinion is about trump, you have one.

**Sean:** Yes. [Laughs]

**Ray:** We all have one.

**Sean:** Yes, we do.

**Ray:** Number two, the second way to use stories to sell, establish the dopamine flow. What this--

**Sean:** Is this a motorcycle ride?

**Ray:** It should be. I like that. What the dopamine flow is, Dopamine is a neurochemical that is responsible for a number of things in the body; important things like being able to move. It's also responsible for the reward portion of your brain; the feelings of reward you get like when you see that pastry in the shelf at Starbucks, that chocolaty goodness pastry, and you start eating it and you feel that wonderful feeling like [slobbery enjoyment]. That pleasure that is erupting in your nervous system is caused by dopamine.

Dopamine is released when we shop, when we buy new technology. When we go to the Apple store we get the new iPad-- No, wait.

**Sean:** Don't get the new iPad.

**Ray:** Don't get the new iPad.

**Sean:** Unless you don't have an iPad and you need just an iPad to get started.

**Ray:** Wait for the update on the iPad Pro.

**Sean:** Well, but the new iPad is designed for the lower-- It's not the top of the line. It's entry level.

**Ray:** It's cheaper. It's more rugged.

**Sean:** Yes, it's the entry level. It doesn't have all the bells and whistles. It's--

**Ray:** So, if you're getting an iPad for your aging parent--

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**Sean:** Or maybe like young child--

**Ray:** - then it would be a good iPad to get. But regardless, when you give it to them, they're going to have a little surge of dopamine like, "Uh, eh." So, when you tell stories to your audience and they're enjoyable stories and they have a payoff, they become conditioned to feel good about your stories. Like if you're a fan of Stephen King, when I just say, "Hey, there's a new Stephen King book out," you probably get a little surge of dopamine. The same would apply for Lee Child or J. K. Rowling or Danielle Steel- I don't know if she still writes books or not- but you get the point.

That's the number two way that you sell using stories, is develop the dopamine flow by telling stories that make people feel good. Number three, use stories to instill values and beliefs in your customers. These would presumably be values and beliefs you want your customers to share with you. Some would see this as a way to instill or to consciously place those values and beliefs into your customers. Others might see this as a way to call forth and identify the values and beliefs they already have.

I think the second is actually more powerful because then you're not trying to convince people of something; you're just getting them to identify, to raise their hand and say, "That's me. I'm like that."

Number four, use stories to train your customers improper behavior. Some people will occasionally ask me, "Why do you tell so many client horror stories? You tell a lot of stories where, 'I had this one client who was really hard to work with, who was very demanding, who didn't understand the value of direct response copy'." Why do I tell those stories? I tell those stories to help you understand what bad behavior is for a customer.

**Sean:** So don't act like that.

**Ray:** Exactly. There's nothing wrong with that. People who don't agree with you won't become your customer. Again, you're helping your listeners, your readers, your viewers if you have a YouTube channel, you're helping them understand, "Well, this is the kind of person that Ray likes to do business with. I'm either that kind of person or I'm not." Or maybe I want to do business with Ray, or with you- as we're talking about your business- so, if they want to do business with you, they may actually change their behavior in order to be part of your movement or your business.

The number five way to use stories to sell- to provide examples of how your product changes people and organizations. These are often called testimonials, which has its origin in testimonies. Giving testimony is presenting evidence to support a position. By telling these stories, even if you don't have the actual person on your podcast or on your YouTube channel or in your book, you just write about them. Like I have a customer whose name was Jack. This is a true story, it's really his name. His name was Jack.

In 2008 he approached me. He wanted me to write copy for a real estate investment product that he was going to sell. He had not created the product yet. We created

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the product from the sales copy and then September of 2008 something happened; the real estate market crashed. Jack had been focusing on paying cash for small pieces of property and not going into debt for them, properties that could be highly leveraged in the future- leveraged for profit, not with debt. So, when Jack called me in a panic like, "We have to stop. The market just crashed." I was like, "No, dude."

**Sean:** No, this is perfect.

**Ray:** This is where we sent that email out that says, "I told you so," and we crushed it. Did \$1.7 million in a week. Now, telling you that story provides an example of how my product, my coaching, my consulting, my copywriting, changes people and organizations. That's one of the reasons why I tell that story. I also tell it to encourage, to edify, to educate.

Number six way to use stories to sell- to prove that your premise or your promise is true and reliable. If you're selling a product, you're making some kind of promise. Like our copywriting course will help sell more of your stuff; it's a promise we make. If you're selling ideas, you're selling a premise. From that premise flow many conclusions. So, you may tell stories to demonstrate that your premises are true. There is an author named Ayn Rand who wrote some very long stories--

**Sean:** Yes, she did.

**Ray:** - to prove her premises--

**Sean:** Yes, she did.

**Ray:** - and she did.

**Sean:** She did.

**Ray:** Number seven, the number seven way you sell using stories is, you use stories to condition for the listen. What do I mean by Condition for the listen? If you're always telling stories, people are more interested in hearing what you have to say. So, if you're not constantly sending out abstract theoretical heavy ravi philosophical kind of stuff, it's hard for people to parse sometimes.

If you're telling stories- like a story about jack or the story about the young man who was sending out emails to America Online people- as you're telling those stories, you begin to condition people, "Hey, I should listen. He's going to tell a story, probably it's going to help me in some way; even if it helps me just by making me feel better." Just to button up that story that I told at the beginning about the young guy who was telling stories on America Online and made six figures in seven days, he began using that same technique to launch a new product.

As some of his friends noticed the success he was having, they asked him, "Hey, could you help me launch my product?" Suddenly, he had more and more people asking, "Could you coach me on how to launch a product? Because it's like you've got some kind of formula." That guy's name was Jeff walker. In fact, that still is his name. Except, I think he's legally changed it now to Jeff Product Launch Formula Walker.

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**Sean:** Oh, yes?

**Ray:** Maybe not. But he is the creator of the product launch formula, which is based on stories. An overarching story of your product, the transformation it brings and the benefits that it will bring to your life, and then stories within stories as you go through the process of rolling out a product. It's much more effective and just traditional old benefit oriented selling. So, stories are powerful, they're worth pursuing. They're worth using in your marketing.

Just as a review, the seven ways to sell using stories are: Number one, develop the know, like, trust factor. Number two, establish the dopamine flow. Number three, instill values and beliefs into your customers. Four, train your customers improper behavior. Five, provide examples of how your product changes people and organizations. Six, prove your premise or your promise is true and reliable.

**Sean:** It's true.

**Ray:** It's true. Number seven, you help condition for the listen.

**Sean:** All right. If you found the show helpful, please subscribe using the Apple Podcast App, and then leave a rating and review in iTunes, and we will most likely mention you on this show at some point. To get the transcription short notes, go to [rayedwards.com/280](http://rayedwards.com/280). Do you have a quote with note.

**Ray:** I do. I love this one from Leo Tolstoy who said, "All great literature is one of two stories; a man goes on a journey or a stranger comes to town." Boo-yeah.

**Sean:** Boo-yeah.

**Ray:** That's the reals. Story you like?

**Voice-over:** Thank you for listening. This has been the *Ray Edward Show*. Find the archives of this weekly show at [rayedwards.com/podcast](http://rayedwards.com/podcast) or on iTunes. Contact Ray at [rayedwards.com](http://rayedwards.com). This podcast copyright by Ray Edwards International Incorporated. All rights reserved. Each week we bring you a message of prosperity with purpose and freedom, and remembering that true freedom is available to all through Jesus Christ.

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