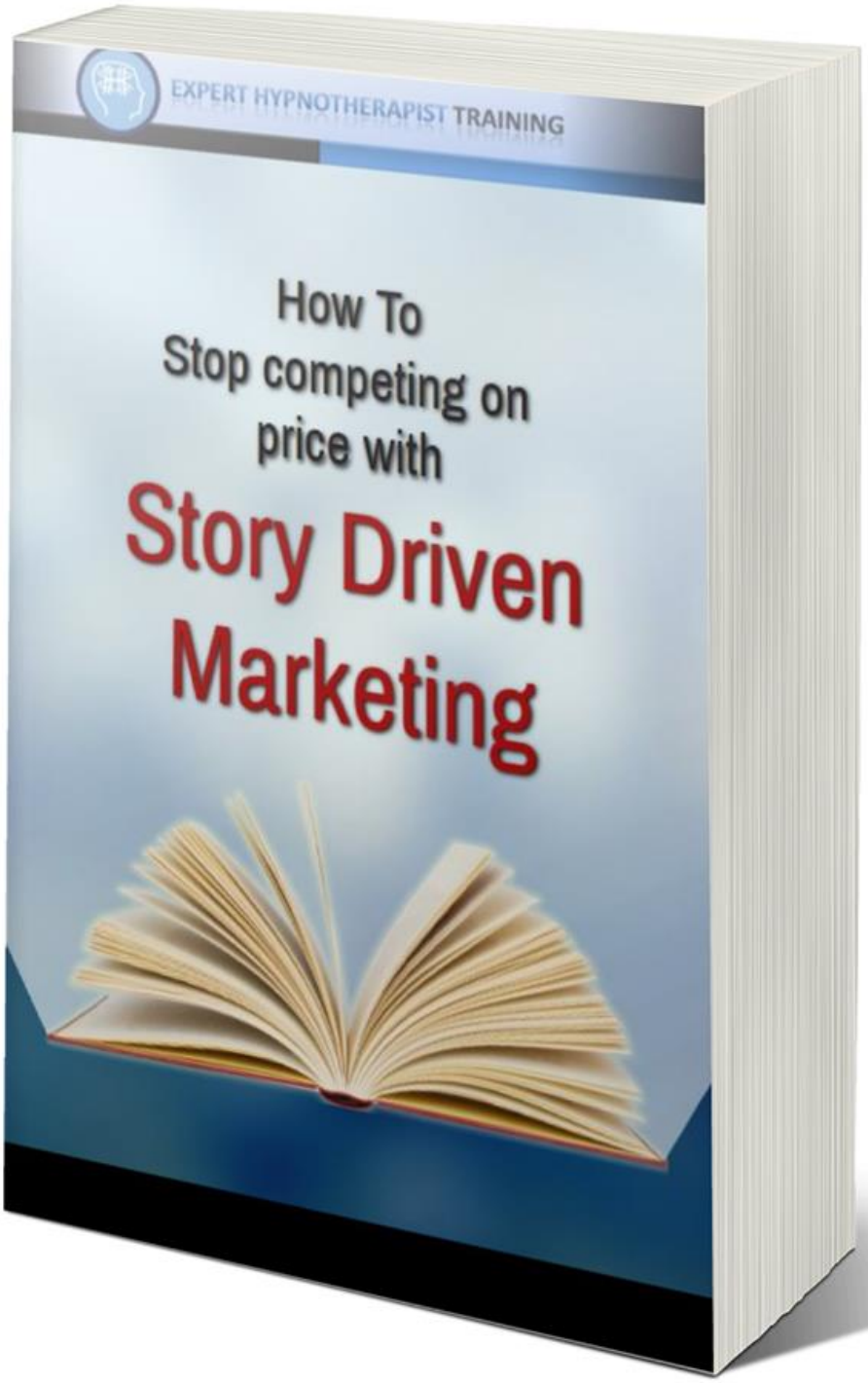

EXPERT HYPNOTHERAPIST TRAINING
How To
Stop competing on
price with
Story Driven
Marketing

Are you in business and want to Grow, but the old marketing styles just don’t seem to work anymore?

Are you New to Business and you’re looking for a road map of best practices, the tools that work today and a step by step play book of how to grow your empire?

Or have you been in business for years, maybe you’re at the top of your industry, or perhaps you’re struggling to keep up with the changes to the online world and just want to know growth tactics that will reliably grow your leads and sales to take you to the next level?

However you found this eBook, I’m guessing that you see the power of stories, real relationships and you like to be treated like a person yourself.

And maybe you’re looking for ways to manage high numbers of leads and clients by sharing your story, but without having to burn out by giving too much energy to any one person.

Either way, you’re in the right place. Follow our story and the ‘Step by Step Story Roadmap’ and we’ll get you to where you want to be in business.

Welcome to story driven marketing. The team is lead by Jacqui and Scott. Here is a personalised message from both of them…

I'm Scott, and I run the most successful marketing program for experts and therapists in Australia. I've seen over 40clients per week in my first 6 months, I've been invited and spoken on national radio multiple times. I've seen over 3,000clients and students and became a lecturer at the academy of hypnotic science. I found the person who I wanted to marry and lived together for 8 years, employed my brother full time to support and to build marketing web pages for our students, wrote 15 eBooks last year, filmed 7 new online courses and generally managed to have a lot of free time around all of this.

All of those achievements were fun and happened fairly smoothly. The pain I went through was from my wife leaving me last year while I was away on a camping trip, she was cheating on me, picked a time when I'd be away to move out without warning, changed her phone number, stole our lifesavings and I've never seen her since.

Last year, I had to deal with chronic depression and grief. My income started to grow as soon as she left. It was like a weight had been lifted because she wasn't

there to doubt every move that I made, but I was grieving. I missed my wife.

If you're in a relationship where you have completely different goals, then one of three things can happen.

1. You can split up

2. You can give up your goals or

3. They can give up their goals.

During the relationship, we had completely different goals. I am an extravert who felt neglected, kept in a cage in the dark and undereducated by my parents, so I expanded as soon as I could. I talked to everyone, bought every course and took action toward my goals. It was fun.

She also had her childhood and health to deal with. She came from a family in the Exclusive Brethren Church. This meant that her parents had no issue with excommunicating any family member who didn't follow their rules. Her sister who is 12 years older than her was kicked out of the family for living with a man outside of marriage. Later on, this sister married the man and had 2 children. But because the sister had been excommunicated, my ex-wife wasn't allowed to attend the wedding, call her sister or even get any updates. It was traumatic.

My ex-wife was an introvert who liked to minimise drama.

These differences meant that we both suffered through the relationship. She was always sick with chronic fatigue and a digestive system that didn't react well to any meal. I was forced to do all of the cooking, cleaning and paying of bills. I still had my goals, but they were slipping away from me. I could feel that we didn't share the same vision anymore. We got together during a time of rebellion. As soon as we started our relationship, she got excommunicated from the family, which forced us to move in together instantly. The parents had already kicked everyone out of the family, but still wanted to see their daughters and grandchildren. So the power had shifted from her parents, back to my ex-wife. We had beaten the oppression by being together. Rebelling against the system was the glue of the relationship. I rebelled by building a business that my parents said would never work, and she rebelled by controlling the dynamics of the relationship with her parents. We were happy and winning.

I very quickly built a business for the two of us. I was seeing40 clients per week. I got onto the Hamish and Andy show in my first year of business. My first attempt at a seminar, I attracted over 80 participants for $25 per ticket because I listened to what the people want and put on some amazing value. My second attempt made over $12,000 just from ticket sales via an email list. We were smashing it.

I could do no wrong. Everything that I did turned to gold. I was fuelled by the belief that we were building a life together and that I was teaching and training my soon to be wife the tricks to life that I picked up in my courses.

In the beginning, she seemed happy, but she wasn't. Friends of ours like Shane and Jess from Australian Success Academy were already travelling around Australia doing seminars together. That's what I wanted to do with my wife.

Unfortunately, instead of the two of us having a sit down conversation and talking about the shift in goals, she would instead make promises and just not follow through.

I can't say for sure that if she just told me that her goals weren't the same as mine that I would have had the courage to leave her. I loved her so much and I still do. But she made promise after promise and just didn't do any work. She'd promise to call and book in clients. By 3 in the afternoon, she was still in bed on a work day. She promised to do some of the cooking or cleaning. She never did except for when her friends were about to come over. Her chronic fatigue and PTSD from childhood were overriding everything.

Her malaise was so bad, that when I went to Hawaii for 9days in 2017, I had to cook her 9 days of dinners and freeze

them, then I came back to 9 days of dishes including a moat of cups around the lounge where she'd spent all of her time.

My income was slowly reducing as my self esteem took a hit.

How had I failed her? Every time I suggested that we attend a family event or said that we should talk about the underlying issue, she told me that I was hurting her.

My life goal was to help people, but she told me that helping was the same as hurting. I had a coach in 2017 who charges$20,000 for the year. His main philosophy was to keep your word and to have 100% commitment.

I couldn't commit to my own goals because I was convinced that having goals was destroying my wife.

Finally when she left, she told her friends that she was afraid of me. It made no sense to me. She wouldn't talk to her own parents. They said 'she doesn't want to get better'. As a male, being told that your wife is afraid of you is very hurtful.

Her family and friends had known me for 8 years and know what I'm like. And they also knew what she was like.

I came home to a note that said that she's moved out because the way that I've been talking to her has been

causing her stress. The note said that she'd call but it might not be for a few days.

5 weeks later she called. I didn't know that she was already in another relationship. All I knew was that I was hurting inside.

In those 5 weeks, I managed to bank over $8,000 in sales. My brother who was working for me part time at the time spent half of his time listening to me talk about my wife. The other half of the time my best friend was staying in the house with me to hear me talk about the same questions over and over.

When my ex-wife was around, I put so much effort into sales and my business, but I couldn't seem to bank money fast enough. The sales kept going down. But as soon as she left, the bank account sky rocketed. The only thing that we could attribute the extra income to was that my goals were now my own. I no longer had someone criticising and doubting every move that I made. I was able to make decisions again.

We were banking around $1,000 per day. I was constantly surprised at how supportive people were after the break up. My family and friends made me cups of tea or coffee, they cooked me meals and helped me move.

When I finally got to speak to my wife 5 weeks after she left, she told me that her friends and family were under supporting her to the point of being ho help at all. This

was strange because I knew how hard her friends and family worked to try to help her out. They dropped everything to help her. She had no gratitude for anything that people were doing for her. She was entitled, miserable and unhealthy.

She lost her friends, became excommunicated from her family again, her car died that week and she burned through the stolen life savings and soon had nothing.

This isn't a story about badmouthing my ex-wife. This is a story about mind set. I lost weight, went back to the gym, made more money, new friends and had a string of old friends and family look after me in a way that blew my mind. I had no idea that people were so amazing. My wife had been gas lighting me for years, so I didn't realise my own self worth. My brother and I soon started a multiple six figure marketing company filming videos, writing eBooks and training students. We love it. It's fun and it doesn't feel like work. We're happier than ever because we can finally see alignment with our bigger goals. We feel as though we're allowed to be ourselves.

Nothing kills your income faster than not believing that you deserve to achieve your goals.

My goals now are to continue to $1,000,000 per year over the next 2 years, continue to exercise and become

healthier start a new relationship and just enjoy my life. I also plan to have higher relationship standards over all. I won't accept people trying to convince me that I'm selfish for aiming higher. I won't accept people telling me that I'll never get to where I want to be, even though we're already doing over a quarter million per year. I love my life and I love my friends and family. I love the people who love and accept me through my good and bad times without telling me that I'm wrong for feeling good or bad at times.

I now have the courage to speak the truth. Considering that after living with my wife for 8 years straight, to never seeing her again after she tricked me by moving out while I was away camping to move in with her new boyfriend, I believe that I'm doing very well mentally. Yes I still miss her. Yes I still feel sad at times. But after treating clients for depression and grief for 8 years, I will not let fake friends tell me that I'm not genuinely helping other people to get through their grief or depression just because I still have tough days. Having tough days just makes you human.

Don't let others steal your life. It's yours and you need to be in alignment with yourself.

What are your goals for the next 12 months?

What do you deserve?

What are you not willing to accept in the next 12 months?

Take the time out to write down your goals. I've told you what mine are, so take some time out and write them down. You really do have the time to write them out.

There's no point climbing the tallest ladder in the world if it's leaning against the wrong building. What brought me most of my success was alignment. What stole the most success from me was a lack of alignment.

Hi there, I’m Jacqui.

I have been in business for 4 years now and starting it was the best decision of my life.

The day I told my mum that I was taking my side hustle full time she *cried*.

She cried uncontrollably... See the thing is I come from a family of 9 to 5 workers. The concept of being self employee was scary to her and she didn't know if this would be a secure way for me to live. Please note that my mum is a beautiful woman, all she wanted was the best for me.

The reason she was crying was because she was *uncertain*. She didn't understand how to run a business. She didn't know how I would make money.

I didn't want to give up because she was scared. I had been doing the side hustle for a few years before that and was absolutely loving it. I loved helping people and I loved being my own boss. I wasn't ready to give it up.

So what I had to do is assure her. I had to give her certainty that this was ok.

For example I would tell her when i got a new client, or if I made a sale. Over time my constant reassuring gave her certainty.

One day I was working in my business and a client asked me a question. He asked me "what colour should my logo be?." It occurred to me that he didn't actually care about the colour. No, he was asking "what colour will get me sales?" or "what colour will put food on the table...." Like mum he was asking for certainty.

I provide all of my clients certainty with their logos, websites and branding. Today I am going to share this with you too.

As Scott said, Don’t let others steal your life. It’s yours and you need to be in alignment with yourself.

Who is standing in the way of you achieving your goals?

Is it your friends, family or is it yourself?

What is stopping you from taking actions today to obtain financial freedom, help others, leave and impact and create a legacy?

Nothing’s going to change in your life if you don’t do the steps. Now let’s stop putting it off and work together to reach your goals.

The Old Sales Model

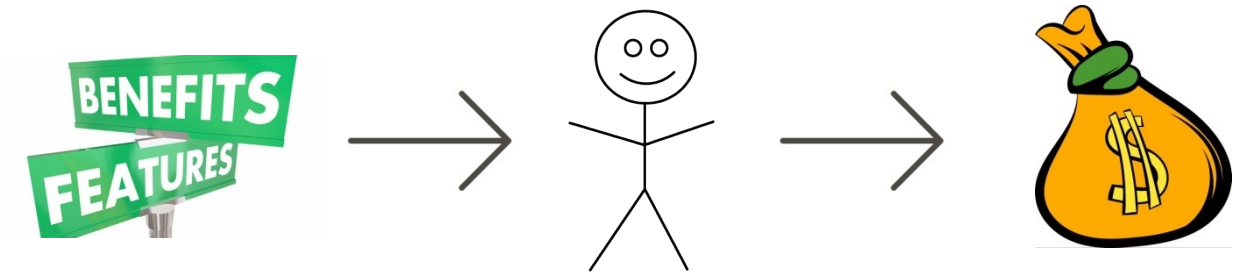
Supply and Demand

Features +

Benefits +

Closest Location +

Lowest Price + Customer = Sale



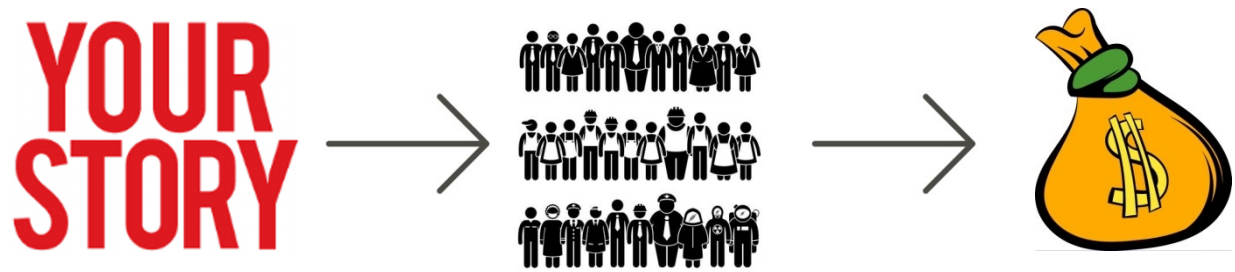
The New Sales Model

Common Struggle +

Story, Trust, Familiarity +

Tools, Tips, Advice +

Network + Tribe = Sale



The Big Picture of Business

There used to be a time when you could buy into a franchise and ride the growth. You could have a brick and mortar business, put it on a main road or strip of shops and when your kids are old enough, they could inherit the business and make a life for themselves.

Those days are over. The internet made everything noisier, more available and customers have become very fussy on price, service and location.

Basically, these days in business, if you're not growing a data base of followers who feel that they know you personally, with the ability to contact your list whenever you want to sell them something, then you're not even in business. These days, if you're stuck in one location, selling your product or service as cheaply as possible, you're not building a relationship with your followers or you've niched down into a market so tiny that it's ridiculous, then you probably won't be in business for very long.

The world of Marketing has changed.

It's time to change with it.

Your Business has 5 Parts

We use the **T.R.A.C.K.** acronym to measure the growth of our business and to know the vital signs that we need to pay attention to regularly.

T.R.A.C.K. stands for;

Traffic – Are you constantly driving new viewers to your landing page?

Retention – Are you capturing the contact details of nearly every person who views your landing page?

Affection – Are you giving away free eBooks and Videos with highly valuable advice on how to solve a small problem that your client or subscriber has now?

Conversion – Are you making high priced offers to your list of subscribers and customers? Are you campaigning your list over time or are you relying on a single point of contact and a client base with a great memory?

Keep – Are you continually offering up sells, new products, delivering great products and services, uplifting your client after the sale, following up any money owing etc…?

The Aero-plane Model of Marketing

A long time ago, we learned to trust our tribe over strangers. As the old marketing styles have died off, the new marketing style that works today is very similar to how we used to make decisions as tribes before we even had businesses.

For example; Let's compare your business to taking a plane to your holiday destination.

The Car - **Traffic**, understanding your tribes Problems

The Airport - **Traffic**, Facebook, YouTube, LInkedIn

The Plane – **Traffic**, Headline, cut through, relevance.

The Flight – **Traffic**, Copy, Story, Emotional Journey.

The Landing – **Retention**, Opt-in Page, Lead Pages

The Holiday – **Affection**, free eBooks, Videos and Story

The Shop – **Conversion**, offer, campaign

The Service & Up sell – **Keep**, ongoing offers, payments

The Car



How well do you know the customer? What's your niche?

Are you Niched too broadly or too specifically?

Until now, the idea of a Niche has had marketers talking about Age, Demographic, Geographic, Psychographic and other ways of narrowing down to find out who your ideal client is. But the old way stopped working.

The vehicle, *The Car*, that brought people to find you is no longer their age, gender or location. So if the old style to niche means nothing, then how do you select your tribe and how do you know who you are talking to?

The new way to Niche is to know your tribes Problems and Ambitions. That's really it. If you know what brings them pleasure and what brings them pain, then you can write a message and pick a traffic source of nearly unlimited members.

What problem or ambition do you help your tribe to fix or to achieve? **The Niche or *The Car* is the Problem that you fix.**

Get to Know Your Client

How do you get to know your clients Problems or Ambitions? What are they?

- To loose weight
- Get into a long lasting relationship
- Quit a bad habit
- Succeed in life

To help you analyse your clients deepest problems or ambitions we use a system called the DDFF that stands for Dreams, Desires, Fears and Frustrations.

Dreams	**Desires**
What are your clients *short term* wants?	What are your clients *long term* wants?
Fears	**Frustrations**
What *future* fears keep your client up at night?	What is frustrating your client *this week/month?*

Dreams

What are your clients *short term* wants? What would make their day better?

Is it…

- More sleep
- Extra time
- A new skill
- Life/a task to be easier
- To quit a bad habit

Write down 25 dreams that your clients is currently wanting right now.

If you're not sure where to start, the best way is giving them a call and asking "how their day was" or asking specific questions in regards to your service.

For example a personal trainer might call someone and ask them "did you get as much training done as your would have liked this week?…." and continue on asking "what would make it easier for you to achieve your goals?"

Desires

What are your clients *long term* wants? What are their deepest desires?

Are they…

- Lose 50kg and live a long life
- Retire by age 50
- Reach financial freedom
- Time freedom
- Location freedom
- Leave a legacy

Write down 25 desires that your clients is currently wanting right now.

Remember if you are not sure where to start, try giving them a call (refer to previous page on dreams).

Fears

What fears of the *future* keep your client up at night? What nightmares give your clients night sweats? What are their deepest fears and concerns?

Are they…

- Losing their business and having to return to their old 9-5
- Dying early
- Losing their house
- Having to work till their 75
- Not being able to support their children

Write down 25 fears that your clients is currently wanting right now.

Remember if you are not sure where to start, try giving them a call (refer to page on dreams).

Frustrations

What is frustrating your client *this week/month?* What are their short term inconveniences and annoyances?

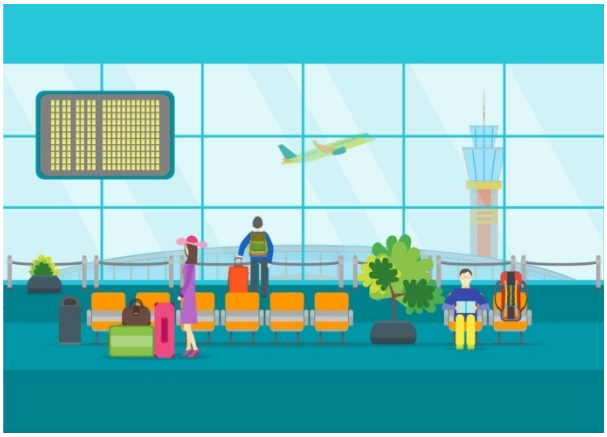
Are they…

- Paying the bills
- Picking the kids up in time
- Dealing with customers/staff
- Family arguments
- Handling complaints
- Understanding technology
- Exhaustion

Write down 25 frustration's that your clients is currently wanting right now.

Remember if you are not sure where to start, try giving them a call (refer to page on dreams).

The Airport



What platforms either Online or Offline does your tribe gather at?

Is your tribe on Facebook, YouTube, LinkedIn, Network groups or events?

If you know what problem that you help people to fix or what ambition you help people to achieve, then you know who's in *The Car*. But where is that car going?

The Airport is the place where your tribe will gather naturally. Where would your ideal client turn up in groups? To answer this question, you really need to know who's in *The Car* or what is your clients problem.

Put yourself in your clients shoes. If you had your clients problem, where would you go? Would you join any online groups? Would you turn up to any group events?

The idea here is to Stop Thinking about your Product and Service for a minute and Start Thinking from your Clients Point of View.

Online Platforms

What online social media platforms do your clients spend time on? Is it Facebook, Linkedin, Twitter, Pinterest or Instagram?

Which online platforms do they spend most of their time on? What do they use on these platforms? Are they in groups? Do they like certain pages? What influencers do they follow?

Write down 3 social platforms that your audience spends a large amount of time on.

Offline Platforms

Where do your tribe hang out when they are not surfing the net? What physical locations do they bunch at?

Are they at…

- Networking events
- Workshops
- Seminars

- Retreats

Write down 5 offline locations that your tribe gathers at.

If you are able to figure this out you have done half the work. Most funnels don’t work because they are placed in the wrong location. If you can identify where your client is and what their problem is, they the funnel will work and consistently drive traffic to your landing page.

The Plane



What headline would really cut through to get your tribes attention and stand out from all of the other noise out there?

If ever you've taken a plane to a holiday destination, you would have seen the signs that tell you where to go. You're looking for your *Plane, Gate, Flight Number, Destination,* etc... You're looking for clues that you're in the right place.

People are busy.

Online, people are scrolling, swiping and browsing fast.

How is your headline going to catch their attention long enough to keep their interest?

The answer is, you must be Super Relevant with your headline.

Creating headlines that work

When you write a headline it needs to be as clear as the signs at an airport which direct you to the flight.

When you are going on a plane your are looking for signs that say your *Plane, Gate, Flight Number, Destination,* etc…

On your headline for your ebook, your audience is looking for the same thing. Here's a framework to show you what we mean.

Gate Number	Destination	Plane
How many steps or numbers does it take to solve their problem?	What is their desire?	How are you making it easier for your audience to reach their desired outcome?

For example:

Gate Number	Destination	Plane
7	lose 15 kg	without dieting

The gate number

At an airport we are given gate numbers so that we know the distance and location that we need to travel. On your ebook your audience wants to know the same thing. How many steps does it take them to reach their goal? How many tools do they need to solve their problem? Putting a number with a headline gives your lead perspective and understanding of what lies ahead.

Destination

When we go to an airport, all we care about in the destination! Take me to FIJI! Your audience is the same. In your headline reveal the destination they will be at once you have fixed their problem.

Plane

The reason we fly instead of driving is to save time. It also lets us go over water and skip obstacles that we would have faced if we drove.

Your audience is the same. The reason they will buy your product or download your ebook is to save time. They also want to be able to skip obstacles and to reach the destination easier.

The Flight

What message have you instructed the crew to tell your leads? Does the message promise them that you can solve their problems? Are the words you use clear and straight to the point?

It’s time to present!

What do you say in your Facebook Lives to attract hundreds of leads and thousands of dollars? Why must you include text above every Facebook Live Video? Why must you always include a Call to Action?

P - P is for **point**. What is the point of you live or post? Start with the topic that clearly outlines the point.

R - R is for **recognise**. Ask them… “have you ever ex perienced this challenges…”

E - E is for **emphasise** - Tell them that you also experience that pain/challenge in your life

S - S is for **story** - Tell them a time when you also experienced this problem and how you overcame it.

E - E is for **easy** - Teach them how they can overcome their problem easily. For example 3 steps to lose weight or 7 marketing techniques to get closes.

N - N is for **notion** - Repeat your headline title

T - T is for **tell** - what do they do next? Give a clear call to action that tells them what to do after they have read your post or watched your video. For example it could be to click the link.

The Landing

Where have you instructed the plane to land?

Does the landing page deliver what you have promised?

Have you made it easy for your leads to give you this information?

For example, when you are directed off a plane, you are instructed to go towards an exit, down the steps and onto the landing strip… We want your landing page to be as straight forward as this!

Retaining lead information

If you have promised them “5 steps to ____” in your headline. You now need to now deliver this in exchange for their details.

The details you need to collect are:

- Their name - this makes it easier to later personalise automated emails.
- Their email - now you can put them on your email list and send countless automated emails with lots of value.
- Their phone number - Collect it now because you might need it later for a sales call

The Holiday

Are you delivering what was promised? If a airline promises to fly to Fiji, then they keep that promise. If you have promised to solve their problem you need to now deliver the solution.

How to deliver the solution:

- Ebook
- Webinar
- Video Series
- PDF

Are you delivering fantastic V.A.L.U.E?

Have you spent enough time creating the freebie to ensure that its of a high standard. The general rule of thumb is that the difference between a ordinary and extraordinary freebie is 4 weeks worth of work. That's right just 4 weeks extra work and the pay off would be huge.

We understand that sometimes it's hard to measure how much value you are giving your clients. So we created a framework for you to use as a guideline. Check it out below.

V - V is for **victory** - Did you solve your clients problem?

A - A is for accuracy - Was your solution correct?

L - L is for **leg up** - Did you offer your service to your audience that requires more support and a step by step outline?

U - U is for **unambiguity** - Did you make the solution crystal clear? Did you increase your clients clarity?

E - Is for **efficiency** - Did you save your client time and deliver the solution quickly and effectively?

The Shop

When we are on holiday we are already in buying mode. This is because we have anticipated the holiday and saved up for the trip.

At this stage in your funnel your audience is the same, they are also in buying mode. All you need to do is sell something that solves their problem.

Sell the people what they *want* & give them what they *need*

This step can take a little bit of planning, so we've come up with a work sheet to help you through the process.

T - T is for **title** - who are you and what do you do?

H - H is for **have** - Have you ever had one of these challenges in your life?

E - E is for **emphasize** - I have also had these struggles, when I was…. Here we want you to tell your story of how you were experiencing the same struggles and what you did to overcome them.

S - S is for **students** - What are the results of your students? How many students have you helped? Where are they now?

H - H is for **here** - *here* is my program. Tell your audience what your program is called.

O - O is for **opportunity**. Tell your audience that you are giving 4 exclusive bonuses for the program. List what they are. (We know this is more work, but trust us, it gets more results!)

P - P is for **payment**. Ask them for payment and to click the button.

Deliver and Up sell

What else would your audience be interested in? Do they want to improve upon the skill that you just taught them, or perhaps this opens they to a complete new set of skill?

The Up sell Guideline

We understand that sometimes it's hard to know what to up sell your clients. So we have created a framework for you to use as a guideline.

S.E.L.L stands for the different product levels	S is for - **Starter**	E is for - **Early learner**	L is for - **Leader**	L is for - **Legend**
	Product 1: What can you sell to starters who don't have any experience with your product or service?	**Product 2:** What can you up sell starters after they have completed your product?	**Product 3:** What can you up sell early learners after they have completed your product?	**Product 4:** What can you up sell early leaders after they have completed your product?

Let’s get started

First, if you want to grow your business using a funnel that really let’s your story drive the sales, let’s get you started with the first step of just a Lead Pages free trial.

Click this link, https://www.leadpages.net and simply spend 5 minutes having a go at setting up an Opt-in page.

You make the money, you need a data base that you can contact to give free Value and to Sell your products or services to. Your very first step in building a data base should be to spend 5 minutes just having a play with lead pages just to get a feel for it.

We don’t have time to cover everything here, but taking this first step will put you ahead of most people. If you would like help walking you through these steps, we do have you covered. Get around the right people who are doing what you want to do and you’re much more likely to achieve your goal too.

Proximity is Power. Get around the right people.

You have the ability to achieve your goals with support

We all need people around us to bounce off. That's why we, Scott and Jacqui have teamed up to do this project together.

Having support makes it easier and faster to achieve the results that you desire… plus there will be lots of fun and laughs along the way!

There is a bright hopeful future out there for anyone who's willing to give their marketing a go and to go easy on themselves when times are tough.

We're all human. We all doubt the future sometimes. And that's OK as well. You don't have to have yourself all figured out on day one. But it's a much more pleasant experience when we share the journey. That's why we want to wear some of your business hats for you while you have a go at this 3 week challenge.

Take the leap now, this Year.

Join our 'Aeroplane marketing' program available when you ***Click Here***, available for a limited time at this price.

Thank you for reading.

If you have any more questions about our program or about what was covered in this eBook, send Scott or I a message.

Please be aware though that we're extremely busy working with paying clients, so don't be too surprised if we sometimes end an answer with, 'join our program' or provide your with a services list. Seriously, it's so affordable. Don't let years pass you by. We'll see you soon.

Regards,

Jacqui and Scott from Story Driven Marketing

Click now to join.

Join our 'Aeroplane marketing' program available when you ***Click Here***, available for a limited time at this price.