***The importance of strategic storytelling***

Customers have to be convinced mentally and emotionally to take action. If their senses aren’t engaged, all the logic and reasoning in the world won’t persuade them to buy.

How to disarm customers’ conscious defenses? Storytelling is the key. Stories help to overcome fear, and words have the power to transform customer passivity into action.

A single story can communicate a personal meaning to everyone who hears it. When this rapport exists, a salesperson can guide customers through the process of finding the correct solution. Successful sales people know that stories have the power to create changes in attitudes and actions.

A speaker or writer that wins our trust understands the difference between how our conscious minds hear words and how our subconscious minds personalize those words. Great storytelling holds the customer’s attention. Storytelling is a fundamental tool for the Worldwide Web, because it communicates a personal message to every individual customer.

Offer testimony about your own experience with your product to build rapport. You have to provide product information and proof of the product’s benefits in language customers can relate to. Salespeople are used to talking about features, but they often forget how important it is to be entertaining. To separate yourself from the competition, you have to grab the reader’s attention and hold it until the end. Most sales letters throw too many distractions in the way of the message.

Stories are the best way to get complex ideas across in a way that people will remember. When you talk the language of your customers, your stories connect your message to the customer’s personal experience in unforgettable ways. Listeners interpret a story in their own way, according to their own life experiences and psychological makeup. This is how your message becomes personalized.

As an Internet marketer, you must convince a complete stranger to think in a new way. You must change the customer before you can convince him to buy something from you. You don’t reason with customers in an attempt to convince their logical mind to buy your product. That never works. And you don’t use scare tactics, telling customers all the bad things that may happen if they don’t buy.

How do you do it? You start by building trust and rapport with prospects—then you can lead them to receive your ideas. Storytelling is the most effective way to build rapport with customers. It doesn’t threaten and doesn’t offend. It engages.