

# HOW TO TELL A STORY THAT SELLS

## MARKETING WORKBOOK

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We are all daydreamers, but for me, it was more like an extreme disorder. I absolutely could not pay attention in class. When a lecture started, I opened my notebook, held my sharpened pencil...and doodled. A few minutes in, I had no idea what the professor was talking about. I was deep in my daydream world. I'd get lost in thought wondering what my life would look like after college, who I would marry, what my kids would look like, who they would become. I daydreamed about my weekend plans, the football game, cleaning my room, food...oh the food I would eat...and lots of it.

Suddenly, my daydreaming came to a screeching halt and I began to focus. I started to sit up straighter on my chair, my eyes alert and watching every move. I smiled, I frowned, I even laughed out loud. I heard every word, and I didn't even have to write it down...cause I knew I wouldn't forget.

You might be wondering what happened? What woke me up from the unconsciousness of daydream into a deep focus during the lecture?

### **The professor told a story.**

Studies show that the average human spends 30% of their time daydreaming. During a boring lecture? I'd say it's 70% for me. However, when I sit and watch a movie with an engaging storyline, I spend 0% daydreaming, with 100% focus on what's happening on the screen. Sometimes, for 2 hours straight.

Storytelling is powerful. It captures the soul. It can move your emotions from rage to joy, it can make you sob, it can make you laugh. In the world of marketing, it's the most important tool you can use to introduce your product, your culture, and even your brand. If done right, it will leave a lasting impression on someone (your potential client) and they will never forget you and what you stand for.

So, how do you tell a story right? There are many ways. There are formulas and patterns that Hollywood follows, and ingredients of a story that make people want to keep reading or watching. Here's a simplified version of that formula – hope this can help as a guide to marketing your products and services that won't bore your potential clients to sleep.

Sincerely,

A handwritten signature in black ink, appearing to read 'Hanju Lee', with a stylized flourish at the end.

**Hanju Lee**  
President, BOS Media Group

# 01 THE CHARACTER

We start by identifying the characters in your story. Especially the main character. This is your potential customer. It is essential in defining who this character is so you can fully understand and know how to meet their needs.

## KEY IDEA

When you know your customer, it's easier to refine your story.

Who is your main character in your story? Describe in detail everything you know about this character.

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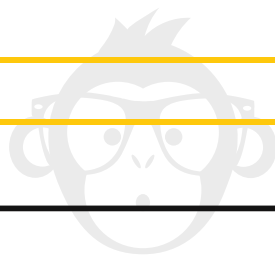
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# 02 THE PROBLEM

The more you understand the specific problem you are helping your character solve, the more your story becomes about THEM instead of about YOU. This is essential, because the truth is, customers don't really care about your company... but if you are fulfilling their need with your product or service they can't live without, you will definitely have their attention.

## KEY IDEA

What's a story without a villain?

What is your character's problem? Describe in detail your main character's pain. What is he/she struggling with?

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# 03 THE GUIDE

Every great story has a guide. Why? Because we just know that if the Hero (main character) can solve his or her own problem, what's the point of the story? Better yet, if the hero can solve his or her own problem, why are they even in this situation in the first place? So know this, every hero is looking for a guide, and that guide is you.

## KEY IDEA

Every hero is looking for a guide.

Who or what is the guide that the character need?

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How does this guide help the character?

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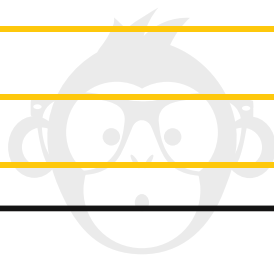
What's the plan?

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# 04 THE EXECUTION

What's the point of having a plan if it does not get executed? We can dream all we want, we can identify, analyze and strategize all we want, but the most important step we have to help our hero take is to execute. How? We have to ask them to take the next step. We have to call them to action.

## KEY IDEA

The hero will not take action unless they are challenged to take action.

What action will you ask the hero to take?

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How did the hero execute the plan?

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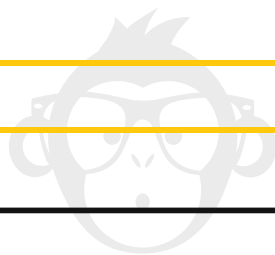
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# 05 THE TRANSFORMATION

You are helping the hero become a better version of him or herself. And when everything has been planned and executed, there's a transformation. The guide shouldn't only focus on the product and/or the plan to help the hero out of his or her problem or situation, the guide should focus on the transformation of the hero.

## KEY IDEA:

Do more than sell products or services,  
help change lives.

Did the hero win?

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How did the hero transform?

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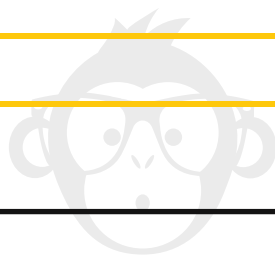
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Telling a great transformational story of how you guided a hero out of a terrible problem he/she was facing can ignite and inspire action. In fact, that's what a great marketing does. It leads them to take action and in doing so, their lives are changed for the better forever.

If you are interested in finding out more details on how you can write your own STORY to help market your ideas to share with the world, please let us know – we'd love to help. In fact, let's just chat and swap stories together, let see where we can go from there. Looking forward to it.

**FREE CONSULTATION**

# STORY BRANDING SERVICES

We Provide Full Customized Service to Help You be the Best Guide to your Customers.



We will help redefine and rewrite your story



We will design graphics, video or any other creative assets to assist in telling your story



We will create a unique strategy for your brand narrative



We will execute the plan and launch

## WHAT THEY ARE SAYING ABOUT US...



BOS Media Group takes a seedling of an idea and transforms it like no other! Hanju is your inspiring visionary, creative talent, constructive listener, and biggest cheerleader! Together with his amazingly talented and knowledgeable team, your projects will become effective and buzz-worthy components of your business! From developing websites, branding, promotional materials, and invoicing and billing formats, BOS Media Group has provided professional, quality services and invested efforts into making my companies and projects proud accomplishments! Thank you!

Suzanne Greenwood  
Pediatric Occupational Therapist  
Passport to FUNction & Centerpointe for Children



Working with Hanju has been a positive life-giving experience. His energy and passion has been evident through his creative work. He is not only an added value in creative ways with digital marketing needs, but has been a champion for the success of my business.

Daniel Kam  
President & COO  
Bucket Technologies & Solid Coffee Roasters



Hanju and his team did an amazing job designing our logo, print material and redesigning our website from the ground up. Everyone was a pleasure to deal with and their work is top notch! They went above and beyond to help make our logo and website design perfect for us. I highly recommend BOS Media Group for your logo design and website design!

Eddie Surger, DDS, FAAPD  
Fisher & Surger Pediatric Dentistry



It was really stressful starting up our practice and figuring out all the pieces we needed to get together and organize. Luckily the easiest part of it was getting our website together. From the first meeting with Hanju, we knew we were in good hands and that our website would be nothing short of amazing. He "got" our vision - listened to our long list of wants and needs - and executed it beautifully. Hanju is super talented - but, best of all, he's easy to work with and the process couldn't have been smoother. Thanks for everything!

Dr. Trang T. Nguyen, DDS, MS  
Sons and Daughters Orthodontics



As you start a new professional venture BOS is the wing master to get your dream to fly. BOS Media Group has the ability to understand your vision and knows how to translate it from abstract to concrete state. Always in tune with the latest trend in communication, BOS Media Group knows the ways to get your business from dream stage to reality, delivering to the world a clear image of the colors your wished to shine. You can be confident that BOS Media Group will be your biggest fan, always providing you with the tools you need to fly your business to higher ground.

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EmpowHer Fitness

**FREE CONSULTATION**

**949.533.9122**