

The 5 Part Story Formula That Sells

These questions are designed to help you tell your personal story while also promoting your business, product or service.

Why this works:

Stories resonate deeply with all of us. When listening to a story viewers are far less critical and are much more empathetical with the person on screen. People also remember stories far better than any raw statistics and endorsements.

A story structured testimonial video lets your viewer identify with you, it lowers critical barriers and lets you convey your promotional message in a genuine non sales'y way.

It shows in context through your story precisely how and why your product works

This formula is guide. You can be as creative as you like in expressing these key plot points.

See the examples in this article for inspiration on how to use this formula to create promotional videos that resonate deeply with your audience:

<http://millsmotion.com/promo-video-ideas/>

(promo video idea #2)

5 Part Story Formula

Question #1 Character:

- What is your name, what is your business and what do you do?

Question #2 Tension:

- What were your goals before you found our product?
- Why was it so hard to achieve this goal?
- What would be the consequences of not achieving x goal?

Question #3 Hero Moment:

- How did you discover our product?
- What did you think of the product when you found it?
- What made you purchase the product?

Question #4 The happily ever after:

- What do you think about it now?
- How do you use it?
- How has that helped you overcome the difficulties in question #2?
- What is your business able to achieve with our product?

Question #5 Call to action/Moral To the Story:

- What would you say to someone considering this product?