

6

Sure-Fire Ways to

**TURN YOUR BRAND STORY
INTO A CONVERSION MACHINE**



explainify

6 Sure-Fire Ways to Turn Your Brand Story into a Conversion Machine

Advanced tips to help you:

- Write high-converting copy
- Shorten your sales cycle
- Turn ice-cold leads into customers

It doesn't matter if you're pitching to potential investors, walking into a sales meeting, or drafting the perfect copy for your site - at some point, you're going to have to **talk about your business**.

And every time you open your mouth (or your website speaks on your behalf), you're telling a brand story. How engaging, clear, and relevant that story is will make the difference between a conversion or a bounce, a new lead or just another site visitor.

No pressure, right?

Thankfully, brand storytelling is what we're all about at Explainify. So to set you up for storytelling success, here are 6 tips for a better brand story. Use these in your next sales meeting, use them to take your homepage copy to the next level - just be sure to use them!

1 Keep it Short and Simple

The average consumer's attention span peters out around 8 seconds (goldfish can hang in there for 9), so keep it short and sweet. Also, simplify any visuals you use so people have time to retain what they're seeing.

2 Focus On The Copy

The words you use to describe your business are critical. Don't forget that. Visuals are great and add a ton to helping people retain what they're hearing. In fact, studies show that if you only stimulate the auditory/verbal sense, people retain just 10% of what they read.

However, don't over-stimulate people to the detriment of your storytelling. If your story is weak or unclear, they won't pay attention and they'll dismiss your message altogether.

Stimulate both the verbal and the visual sense and you end up with a retention rate of 68%.



3 Keep Out The Jargon

This is probably the most common problem that companies have while trying to formulate their story. You don't want to sound so complicated that people tune you out. Remember, everyone in your audience is human (unless you decided to sell to goldfish after all). It doesn't matter if you're B2B or B2C. A human will be watching your video and humans don't have conversations in long, complex sentences with 50 acronyms. Most likely, they hear jargon all day long in meetings and would love an opportunity to escape that. Look at the writing of companies like Apple or Starbucks: so simple and yet we all buy in.



4 Speak To The Right Audience

If you're not talking in a way your viewers can easily grasp, you're going to lose them. You speak very differently when selling to an enterprise executive than to the average consumer. You need to appeal to the executive's bottom line and they typically need more detail to make a better buying decision.

If you're a new company that nobody's ever heard of, you need them to know why they should use you (or your product) over the competition rather than going into detail about what you're selling. You speak differently to a 10 year old girl than you would a 49 year old man, right? Think about your audience when you're crafting your message. Target the right audience and cater your message to them.

5 Have Fun

The quickest way to grab attention and be memorable is to make someone laugh. Don't be afraid to add a bit of humor and edge to the way you talk about your business. But be careful not to push it too far. If your joke falls flat or comedy is overused, you're likely to turn off your audience. Subtlety is the name of the game.

6 Have A Clear Call To Action

Whether you think it's obvious or not, some people don't know what to do after they've heard your story. Tell them what you want them to do. Do you want them to sign up for your newsletter, download your app, call you for a demo? Make it clear what you want them to do - and it's much more likely that they'll do it.

Your brand story, whether it's your company's story or your personal one, has the power to motivate and drive people to action. It can increase sales or cause people to turn away and lose attention. It's all in the delivery. Simple is good. People understand simple, short, and to the point. Try it and see how powerful it can be.

We've got so much more to share with you.

Hurry, get your free eBook - Cut the Crap and Close More Deals

GET YOUR FREE EBOOK

(FOR EVEN MORE BRAND STORYTELLING KNOW-HOW)

