

Announcer: [00:05](#) Welcome to the Feed U Podcast giving you the real scoop on raising your business to new heights, expert education, inspiration and motivation to fuel your purpose, your passion, and your profits. Here's your host, Alisa Conner.

Alisa Conner: [00:28](#) Hello. Hello. Welcome to Episode 40 of the Feed U Podcast. I'm Alisa Conner and I am your host. Thanks so much for joining me this week and if this is your first time here, welcome. I'm so glad to have you as a listener if you are here every week. Thank you. I have gratitude for you as well and I appreciate you always tuning in. Last week we started a new series all about story. Last week the story was all about what you're telling yourself internally that's keeping you stuck and my propelling your business. Now we're going to get a little bit more applicable with our story component and continue the series for about four more episodes. This episode is being brought to you by my new five day free challenge to grow your email list. How important is an email list? Well, it is the catapult of your marketing. If you aren't getting subscribers to enroll in your email list on a regular basis, you are definitely losing money. However, creating that free download can be a challenge. It's the start of your sales funnel. If you don't have something people want, you're not going to get subscribers. So this five day challenge walks you through creating that free download every day. You'll get an email in your inbox with a specific direction and a step to take that that specific day. At the end of the week, I'm also doing a live training to answer questions, give you some insider tips and techniques on getting that download created to perfection. And also how could it be better? I have a free Facebook group where you can go and post your questions all week long, build collaboration with other people that are growing their list in their business and learn some inside tricks and tricks of the trade inside the group. So join me for the free training by going to AlisaConner.com/challenge. I can't wait to see you inside and to see your wonderful opt-in when you finish it again, go to AlisaConner.com/challenge to participate in this five day challenge. See you soon in case some of you are not aware. Um, I recently got certified as a StoryBrand certified guide. In fact, I'm going to talk about that next week and um, dig a little bit deeper into what that means and why I did that. However, this week I really want to talk to you about the power of story in your business. And when I was researching this episode, I was excited that story's been around so long and yet we don't utilize it as well as we can within our business. When I went back and looked, I actually went to look up, you know, when, when was the origin origin of story and it actually dates back to the time of cavemen, the first story being told, written on caves with um, you know, probably bury remnants or

whatever they could find to either carve it into this stone or create it in, in the cave to tell their story. And typically it was the story of generations. You had seen, um, the men and then their kids and their family. And um, and then I would go on and on and on. But because storytelling has been around for thousands of years, it's very powerful and there's a reason it's powerful. It's because it directly, um, corresponds and creates different chemicals in our brain that make us want to know more and make us want to go further down the story. And so in all good stories, you're taken on a journey specifically opening a story loop in your brain. And when we look around our world, we still, we, we actually see story is used everywhere. And even if you don't recognize it, your subconscious recognizes it and it's whether it determines whether or not you remain interested in the story. And so I just put together a list of certain of some places that we see story regularly and we may not even be aware of it. Um, obviously movies and books and um, even music, if you think about the lyrics of a song, they often tell a story, whether it's the story of the songwriter or the person singing the song and maybe that person is, um, one in the same, somebody who powerfully does this currently in the music business is Taylor swift. That's why she's become so popular with young girls and, um, has a following. And as she's progressed through her life, her stories have changed. Her music stories have changed as well. Religion is another great place where they use parables and stories. If you follow any major religion, and I have no preference of course which one you choose. But most of the major religions and religious leaders use story to teach lessons. In fact, entire, um, bill entire religious books are written on story. Poetry includes story. Um, even the news BDO when they're, when they're reporting a, a news event, they use story to tell, well, the story, architectural can tell story and so can paintings. But more, uh, into the world of business. You see story being used all the time on social media. In fact, it's the newest, hottest trend, which sort of makes me laugh as story has been around for thousands of years, but now you're seeing what's popping up in what's being more utilized in getting better results are Instagram stories, Facebook stories, soon to be LinkedIn stories and even snapchat. That started the game off to begin with. When you use story to market your business, you're immediately going to stand out from the other people in your industry, including your competition, but you're also going to stand out from all the noise that takes precedence, especially in online marketing. Now, let me caveat that with if you use story well and there's definitely a formula to it and I'm going to tell you more about that formula next week. This week I really want to talk to you about how story works in your brain and why it opens a story

loop and the power of creating that story loop opening in creating marketing for your business and messaging for your business. Now, when we talk story, you're going to hear me use the term messaging and story interchangeably. You're always creating some sort of messaging, whether you're cranking an email, um, an invalid email series or an email blast, um, you're creating copy for your sales pages or your opt in downloads, um, for your website, for social media posts, for images, for whatever you're doing. You have to use some sort of messaging. When you're really clear and intentional about that messaging and you create a story and you follow a framework framework with that story, it's going to cause an interaction in a subconscious and conscious reaction with your audience if you do it right. So when we talk about that methodology, it doesn't really matter how long the story is. And I'm going to use an example in a couple of minutes, but the methodology has to be followed and it has to trigger different pieces of your brain. And so I want to teach you this week about those different pieces of your brain and how they work and, um, how using that story can actually grow your audience, increase engagement, and get you more customers. So if you'll walk to the way back years, if you're, if you are a child of the eighties you'll probably get this, but in the 80s there was a commercial and I'm going to describe it. I'm sure if you go Google it, you can find the commercial on Youtube. In fact, I will look for the Lincoln. I will add it to the show notes, but there was a commercial and it was basically a frying pan sitting on the stove and it had some oil in it and then they cracked an egg into the pan and they said, this is your brain and then the brain starts frying. It says this is your brain on drugs and at the end when it's all fried up and gross, they're like, any questions that my friends is a story. It took us on a journey whether we wanted to go on the journey or not. It took us on the journey. It took us on a journey of pulling us into the story with the egg, like why are they cracking an egg in this pan to a message that directly emotionally connected to us? Hey, this is your brain on drugs. Holy Crap, I don't want my brain to be on drugs. And, um, final, you know, the final component of it, the wrapped it together was, are there any questions? So what is amazing about that Short, concise commercial is that it had more effect than longer. I'm more expensive advertising in the war on drugs than any of its counterparts. It had a higher engagement in effect and memorability even, you know, at 20, 30 years later. So why you and I just started asking myself why is that? And it's because a good story regardless of length, literally, literally, we'll take our brain on a journey. And there's three components of that journey. The first is this'll be familiar. If you listen to the sales funnel episodes recently, the first is grabbing your attention or awareness. You see how it's

connecting to sales funnels. If you don't have awareness and you don't grab their attention, you can't go further in the funnel. Well, that awareness piece of it actually releases a chemical in our brain called cortisol. And it makes us, uh, that chemical makes us aware that there's a problem and it constantly is available in our brain. And so if we recognize a problem, the cortisol is all released in our brain. And so good marketing, good advertising and good messaging, we'll release that first initial piece of cortisol and then, uh, move your brain through the process that keeps you engaged with that story. So in the example that I gave you with the egg, um, and I'm going to have another example in just a couple minutes and I'll walk you through as well. You're going to see that the problem is, is that there's this egg and it's your brain and you're like, oh, well that's kind of weird. I don't want my brain to be in a pan if it's an egg. And so our brain is immediately pulled into that story and where it's grabbed our attention and it can be either negative or positive. And in the case of the egg, it's kind of negative. You know, it's not a very positive way, but there are definitely different aspects of um, how this would work. And there's positive ways too. I'm sure you've seen 'em different commercials on TV or even, um, who does the storytelling really, really well. And even if, whether you love them or hate them is infomercials and every time you're watching an infomercial, you'll see they follow a pattern and they also open a story loop. So one that I watched recently, um, was for, cause I was just curious like what are the top selling, um, products from infomercials? And I'll get to those a little bit later in the episode. But I happened to be at the gym and they have these, I'm really awesome water and massage chairs. They're like, I don't know if you've never done a water massage chair, it's totally worth the gym membership just to use the massage chairs. But anyway, they have these in. So they had an infomercial on, it was for like an infrared fryer and I don't like, I don't typically watch TV, but now I watch it and I'm like, I see this pattern everywhere. So once you become aware of it, you're going to start to see it too with a pull you in with, you know, nobody wants to have, um, soggy vegetables or you know, wants to eat out all the time or I can't even remember all the different components. But then they introduced like the solution to bring it like what you really want us fresh, crisp, um, sauteed vegetables and you want to be able to fry your meat inside regardless of the, I'm sorry, you want to grill your meat inside regardless of the weather. And it's gotta be easy to clean up and it can't smell. And, and then they introduce you to this infrared grilling system. Long and short of it, they grabbed your attention because you know, anytime you see like gross, crusty vegetables, you're like, nobody wants that. Whether it's positive

or negative or they could have had the other effect where they're like, look at these beautiful vegetables that we, um, grilled up and we did it inside and then they, you know, they've grabbed your attention. Well. Then the next component of this journey releases a chemical which is called dopamine in your brain. And what that does is it actually engages our emotions into the story. And so if you can grab their attention with awareness and release that cortisol and then move them to an emotional connection in the story like they did with the egg commercial, um, this is your brain, this is your brain on drugs. Will you have a visceral reaction to that? Regardless, they've tapped into the dopamine piece of dopamine piece of it, taking us further down the story into the funnel. What that does is keep, keeps us engaged in the story, keeps us engaged and wanting to know what happens next. So if you can create that same messaging for your business, and I'll give you an example in just a minute of how that would look. You are going to not only grab at, once you have their attention, you're going to keep their attention and they want to know more because your brain will not stop until the loop is closed. And so it's, it's just a natural tendency is that once that story loop is open, your brain is looking for a way to close it, looking for a way to close it. So you have to come full circle. And if you don't, then your audience is going to get frustrated and they, you know, they're, they may not come back, but if you fill, fill the circle and you, you complete the circle, they are going to be hooked. They're going to be back every single time. It's for the same reason that all of the, um, popular movies and TV series are popular. There's always a beginning, grabs your attention, brings you in emotionally, and then the circle closes. And we'll get to this, the third component here in just a second. So the last component of what happens in our brain is that oxytocin is released and oxytocin enables us to identify with the hero of the story. And so if we go back to our egg example that we just started with and we talk about, you know, okay, the, here's your brain, the attention grabbing, or here's this is your brain. This is your brain on drugs. That's, that was the, um, middle dopamine connection. And then the last piece is, are there any questions that is your, um, empathy and creating a relationship or creating a, a, a curiosity and a connection with, um, the hero of the story, which is not using drugs. So even though it's like not really a true hero, it's, um, it's still somebody that you can relate to and you can relate to not wanting to use drugs. So let's look, let's look at another, I, I told you I had a couple more examples. I'm not sure if you've seen this ad, but this was one that came across my, um, world recently. There is a new Alexa commercial and there's so many, it's so interesting if you're in marketing to just watch and see how markets are we evolving and stuff. But

Alexa is, if you don't know, uh, is the, um, system you can use through Google where you can turn on music and say your calendar and control different components of your house if you have a smart home. Um, all different kinds of things. Turn in the on lights, turn off, lights answered the door, uh, all different kinds of things. So in this commercial, it starts out with, um, a young man who is the grandson of the grandpa in the commercial and he's setting up an alexs and he's like, Grandpa, I got you on Alexa. Um, and he, you know, was trying to get them engaged in it and the grandpas reading his newspaper and he doesn't want to have anything to do with it. So it moves to the next scene in the commercial and the young man is doing dishes and he's singing this song and Alexis, not on, although Alexa could play music for you. Um, but he's singing this song and the grandpas just kind of like, hmm. Well then the next scene is that the grandson is leaving and he goes, Alexa, set a reminder for grandpa that his favorite dessert is in the refrigerator and the grandpa kind of looks over his newspaper and then the young man leaves. Well, the next day, um, the GRANDPA is looking out the window and he sees the grants on pulling up and he hurries to his chair and he says, Alexa, put on the song. Um, whatever the song was that the grandson was humming. And so it was playing on the grandson came in. And so with that short little story, you can see they've touched on all of these three pieces of your brain. The first is grabbing attention. You're grabbing attention by saying, um, I really think that the attention grabbing component is, um, when he's setting it up and, and the grandpas Kinda like, hmm, like most, most older generation is not going to be interested in an Alexa. And so they're grabbing your attention going, oh, okay, so how is this relating to that generation? Especially if you're an older adult, like you know, a senior and you're like not really interested in it. It might Pique your interest. Like, oh, well why are they sending, why is he setting that up for the GRANDPA? And then the next piece, the dopamine piece where you start, they start to pull your emotions is when the grandson sets up, um, Alexa to remind the grandfather about the dessert. And you're like, oh, that's such a heart. Tugger. And it was like, it's literally a four frame commercial and they've done this story, they've done it brilliantly. And then the last piece, which is the Oxytocin, is when the GRANDPA pulls you into relating to the hero of the story, which is the grand son by putting on his favorite song with Alexa. And so that is just another short, uh, way that, that the storytelling has touched on all three parts of the brain. And they've done it brilliantly to sell a product to a generation who normally would have no interest in having that product. So in my mind, it's brilliant marketing by Amazon. Why does it work? I mean, that really is what it comes down to is why does it work

for business and why does it, um, you know, why is it so quick and easy for your brain to get sucked into that? And the answer is, is that it's very simple. There's just three components. It's easy to understand and there's no extra words. A lot of times when we're close in our business, we have a tendency to use big words and industry words and a bunch of words that we don't really need to add to the story. And it made me laugh because I'm a marvel junkie. If you don't know about my marvel addiction, I pretty much love every money. Even just marble. I left marvel and DC, but we happen to be watching TV and ant man was on and I unseen ant man for a long time. But if you haven't seen the movie, he has a friend in the movie who runs a security company and he's just hilarious because every time he is going to tell a story or tell an antidote to ant man, he adds in all of these extraneous details that don't need to be in the story. But it's comical because every time Paul Rudd, who's ant man tells him, just get to the point he liked, even adds more details cause he, he just can't help himself. And that is exactly what you do not want to do when you're creating messaging for your business. So if you haven't seen, um, the movie, just if you can picture that in your mind to not be telling like the story about how it's um, Jose, his brothers, sisters, cousins, girlfriend who worked at the Deli on Tuesdays. I mean like he just random details that he puts in the story that don't matter. It's like, just get to the point and make it super easy and super simple and touch every part of your part of the brain with your story. And so one of the things I did was, um, it's sort of funny what you do for Your Business, but I actually started to watch infomercials because I just find it fascinating that, you know, infomercials have been around for as long as I've been around, probably longer and they work and people continue to buy millions of dollars worth of products from infomercials. And the reason that they work is that the people that create infomercials and create, especially those super long ones, have a methodology. And we're going to talk about the methodology in the next episode. So make sure you tune in next week for that episode. But, um, two of the top selling why I almost wish you could guess with the two top selling products for infomercials is, but I'm just going to tell you because I don't want you to have to guess. Number one is proactive and I'm sure that they have more up to date, um, celebrities that are helping them, you know, sell their product. But the one I happen to watch was with Jessica Simpson and she was much younger so it was at least 10 years old. But it was interesting to watch the story because of the different components they pulled in. So when you watch this, Jessica starts out and she immediately identify as a problem. She doesn't have clear skin, she's embarrassed about it. Number one, she's a celebrity, so they've already

established authority because she uses their product. And number two, she has that. She's identified the big problem that their target audience struggles with and she's like, I get it. I struggle with it too. And then she moves into the solution, which is she started using proactive twice a day and it cleared up her skin. And now the law, the, the final component is the results and the results were that she doesn't have to worry about all the other things in her day that she has to contend with, like getting songs recorded in recording music videos. And um, the last thing that she has to worry about is keeping her cat her skin clear. And so it's a very simple story when you break it down and your brain is totally sucked in. And this was the short version. I'm sure they have longer versions, but um, if you ever want some inspiration for your own business of how to create messaging and story, go and watch and see if you can find the pattern. The second one and the other component that they added in there before I move onto the second one is they always have in infomercials, testimonials that back up what they're saying their product does. And so the second top selling infomercial is for p nine dx. And they even have like a cult people in their [inaudible] cult people in their infomercial. It's very interesting, but it worked the same way. It started out with, um, a, they didn't necessarily have a seat. Well, yeah, they did. They had a celebrity actor or a celebrity person who was, um, a client and I believe it was a football player came in and said I wanted to get more. Um, basically he wanted six pack abs and to be more fit for his job. And then it moved into testimonials. And what was really powerful about the p 90 x is that they had comparison and it was before and after. And they could have done the same thing with proactive. It just, they probably do. It just wasn't in the clip that they showed in this article that I was reading. Um, but that's a really powerful, if you have a before and after of a product or, um, the, the example that comes to mind for me is that, you know, say you're a web designer, if you do a before picture and an after picture and show the transformation, that's very powerful. Um, same with you know, any kind of home service. Like if you do landscaping and you do before pictures and after pictures, that is really powerful that we'll sell your work. And so thinking about those testimonials, the words are important, but you know, a picture as they say is worth a thousand words. So when you have both the words and the picture, that is really powerful in a really great way to not only engage your brain and tell a story without doing much work, but it will also sell your product. So then the next piece of that is, um, in the proactive or in the [inaudible] commercial is they had a very simple plan. You sign up for the product, you do the workout 90 minutes a day, and you see results. Like that was a, it was a really simple plan and it

engages your brain because it's simple. So the point of this I'm telling you about story is that you can see how powerful is, if, how, how powerful it is and how many big companies use it. You can see it in brands like Allstate. They have created a character called mayhem and they have really done a great job of creating this character on the latest commercial that is out there as of this recording is, um, there's a guy that has a ring doorbell and he can, there's a guy there and he said, um, I can't remember exactly the words he says, but basically he's there to steal the guy's car and the guy watches it from his phone and that's mayhem. And the result is, is that he takes the car and um, because the guy has all state, he doesn't have to worry about it because all state covers it. And so they become the hero of the story. You can relate to the hero. You, you see how we're going all the way through, um, through the, like the actual actor is, or the actual person that got their car stolen is the hero of the story. And you can relate to him because you could very well be in that situation where your car gets stolen. But if you have all state, you don't have to worry. It can be just like this guy. So your homework, if I can, if I can give you guys homework is I would love for you to start watching not only commercials, um, but TV shows and movies and even books you read and see if you can pick out these different components that interact your brain. Now when you're looking at a TV show and, um, a movie, this cycle will repeat itself again and again and again. And it's kind of annoying for my family to go to movies with me now cause I'm like, Oh yeah, do you see it there? And they were like, stop it because they don't want to know how their brain is working. But because this is such an ingrained part of our human condition that if you can tap into it with your business and really use that to create messaging and talk about your products and services, there's, you know, your audience will have no, um, choice but to listen to you and be engaged in that story because their brain won't give them a choice. So if your homework is one to go, you know, if you want to watch some infomercials and just watch commercials and just kind of jot down if you see that, um, pattern. And then the other pieces is to start thinking about like, what does that look like for your business? Like if you could create that story in those three different components of, um, you know, how do you make people aware, you know, how do you engage them emotionally and, you know, sometimes just jotting down emotions. And then the last but not least is how do you connect them to the hero of the story. And so we're going to really dig into this process next week with, um, story branding and you know, their specific framework and why I'm, why I'm so passionate about it and why I think it's so important for everybody's business to really look at this framework. And, um,

so much so that I became a guide. So I hope that you found this very fascinating and interesting. I always think it's interesting to learn new things and to discover like why our brain does the things it does. And, um, I would love to get your feedback. So if you liked this episode and you enjoyed some of the insights that I shared with you and the power of story, reach out to me on Instagram and send me a direct message. I'd love to hear from you. And if you think this would be valuable to someone else, I would love for you to share the episode and also leave me a to a review on iTunes. So thanks again so much for tuning in this week. Tune in next week and I share with you a little bit about why I became a StoryBrand certified guide. And until then, I hope you have a great week and I will talk to you soon.