

How To Use Story and Content To Build A Good Relationship With Your Audience

By: Ilana Wechsler

Using the Power of a Story in Communicating Your Message

- Kyle had health struggles and from that experience he could add unique value to this, to his audience (The Story Engine). And it also connected with him on a deeper level.
- He also thought that, if he could help other people who are suffering from these kind of things (like his health struggles), just find the right doctors find the right people that they needed to help them overcome these problems, then he would be serving a much bigger purpose than just trying to grow his business. And so that's kind of how his story unfolded.

Finding your Own Story

- Kyle mentioned that it is really hard to figure out and tell your own story. So it is important to know yourself by getting out of your own comfort zone, everyday experiences, or even working with somebody who's not you to see where your value is and how to bring that out of you.
- He also mentioned that we don't need super dramatic kind of stories to out, your stories don't have to be that way to communicate your value and communicate your message. And a story really just helps people it's a nice package for information that people can actually understand and process naturally.

How to Make Your Story Relatable

- Kyle found in his own work and research is something really interesting happens with the "hero's journey". It may start with a call to adventure or a status quo and life is normal then have a call to adventure to do something better. And the same pattern that a buyer or your customer goes through when they decide to make a purchase the to the hero's journey, and the buyers journey mirror each other. So you can almost imagine your buyer experiencing the story you're telling as their own and answer the key questions that they're asking whether or not do I trust this person? Is this a problem that I want to solve? And is this is this a high priority problem? Do I want to solve it right now? Or later? What's it going to take to solve this problem? And who am I going to trust to do it with me? Or do I want to do this alone?

Understanding the Levels of Buyer's Journey

- Kyle said that it is important to understand the different levels or the different mindsets that your customers are going to be coming to you. And there are four big stages of the buyer's journey:
 - Customer needs to know that you exist and what problem you solve
 - Customer needs to know that they have the problem that you saw
 - Why are you different
 - Purchase

How Often Do you keep Referring a Story

- Once you have your story figured out and mapped out, you can tell it in a lot of different ways. But one thing you can do is you can always understand the bigger picture and apply the same story framework.

What Questions you need to Answer in the Mind of Your Audience

- Kyle created an infographic called the Crossroads infographic. it is the crossroads of the hero's journey, and the buyers journey, and what you can do with with something like that, as you see the questions that the buyer is asking. And you can kind of find a time where you can relate to those in your own experiences.

Repurposing your Content

- Kyle found kinds of different ways to repurpose contents and one big example is the long form blog posts. He mentioned his one article called The Harvest Method, which was created by a process that people can understand and this is all about how do you build relationships with with influencers using content marketing.

Incorporating Retargeting into Your Content

- He said that one of the great things about pay our paid traffic and one of the most fruitful ways to leverage paid traffic and my favorite way especially with the with the clients I work with is through retargeting. People who've already seen your message, they already know who you are, they already know what you're about. And at least some form or another, they've added, they've landed on your blog, and you've created a lot of great content there, they've landed on your podcast, show notes. And and then you can start following up with them with your with your offers, which are going to do, they're going to convert much better, they're going to get much better results than just reaching out to cold traffic, who doesn't know you. And so this is one of the best ways to kind of build up that that pixel data that's so so valuable to content creators.