

# B U S I N E S S FREEDOM 365

Month Eight, Week Three:  
Increasing Revenue

Topic

Inceptive Stories

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**This week, we're deep into helping you develop an inceptive campaign. We're jumping right into the development and deployment of inceptive stories.**

**Question:** What is an Inceptive Story?

**Answer:** A story that the prospect *wants* to hear. It speaks to their interests, and they find it engaging and interesting. This story will also be peppered with data and information that will *subtly move them to the realization* that they *want* and *need* your product or service.

If you can get people to BOTH *want* and *need* your product...

1. The want moves them towards the purchasing decision.
2. The need makes them comfortable with that purchasing decision and makes them stick with it.

### **Inceptive Stories:**

1. Move people towards a purchasing decision
  - Guide people to realizing on their own that your product or service is the solution to their problem or challenge
    - » Then they can have a big personal breakthrough
    - » Because they came to the decision on their own, they internalize it, and *that* is what good marketing is
    - » Lead them to the natural conclusion that they want to buy your product
2. Build Credibility
  - Credibility gets people to pay attention
    - » That's how you get followers on social media
3. Establish Authority
  - This is vital
    - » Credibility will get people to listen to you, but authority will get people to *act* on your advice
4. Produce Virality
  - If your story is REALLY good, then people may *share* your story
5. Provoke Reciprocity
  - The desire to give back
  - Your marketing is so powerful, compelling, and valuable that your clients want to repay you
    - » They repay you by buying from you and spreading the word

*Effective Inceptive Stories Are:*

- Engaging
- Entertaining
- Valuable

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### **Inceptive Story Formats**

1. You tell a single, overarching, engaging story, and inside that story you are helping that person come to the realization that they want to buy your product or service.
2. You give them information in bullet form but tie that information down with individual stories to make a point.



**We use stories because stories evoke emotion, and emotion is the glue of memory.**

Key component of inceptive stories:

**DELIVER ON THE PROMISE YOU MADE IN THE ENGAGEMENT PITCH**

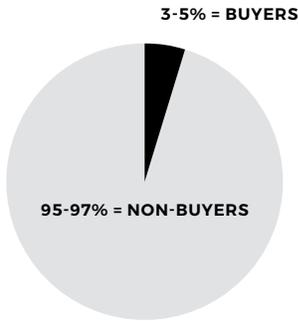
Think back to the wedding photography example. If you say that you are going to provide specific information, you need to provide that information.

Use your Engagement Pitch to deliver your Inceptive Story:

- You have information to provide (deliver on your engagement pitch)
- Provide this information using your inceptive story
- *Option 1:* tell one story that will cover all the information you intend to provide
  - » Peppered with anecdotes, statistics, and data
- *Option 2:* tell a story for each piece of information you provide
- The stories should be engaging and include emotion to make them memorable and relatable

*Whenever you provide information with a good story attached to it, you can create:*

- Credibility
- Authority
- Virality
- Reciprocity



There are only 3-5% of people that are actively looking for your product at any point in time. This leaves 95-97% of people that are there for you to convert!

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There are 2 REALLY good reasons for converting non-buyers:

- There are so many more of them
- The people you convert will be the most loyal customers
  - » Because you fixed a problem for them
  - » And you have credibility and authority because you changed their minds

**REMEMBER:**

- Deliver on what you promised in the Engagement Pitch
- Decide if you are going to:
  - » Deliver a story peppered with information that is designed to lead them in a certain direction to buy
  - » OR deliver them a menu of information peppered with stories that build your credibility
- Once you decide the structure, include data that will lead them to the conclusion that they want to buy

## Homework

### PART 1

**Decide the best way to deliver upon the promise in your Engagement Pitch.**

Are you going to do it with a single story, or are you going to do it through a multiple-point story?

Single Story  Multiple-Point Story ]

## PART 2

### **Plan your story.**

What is the focus of the story? How does the story take place? What information do you believe will move them towards a buying decision?

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## PART 3

### **Write your story in the way that you want to deliver it.**

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## PART 4

### **Record yourself telling the story, OR write it out completely. Share it in the facebook group.**

