

# SUCCEED WITH STORIES

Facebook stories are exploding! **We are viewing stories an average of 4 times more than we view our newsfeed.**

Think of Stories as a conveyor belt of consumption. Once you're on the conveyor belt, it's hard to get off. We get stuck in Stories, viewing them for longer than we ever planned to. We don't know what's coming up next and it's easy to keep clicking through rather than exiting.

People are time fatigued, so **give them short and sweet nuggets of information** they can consume and move on.

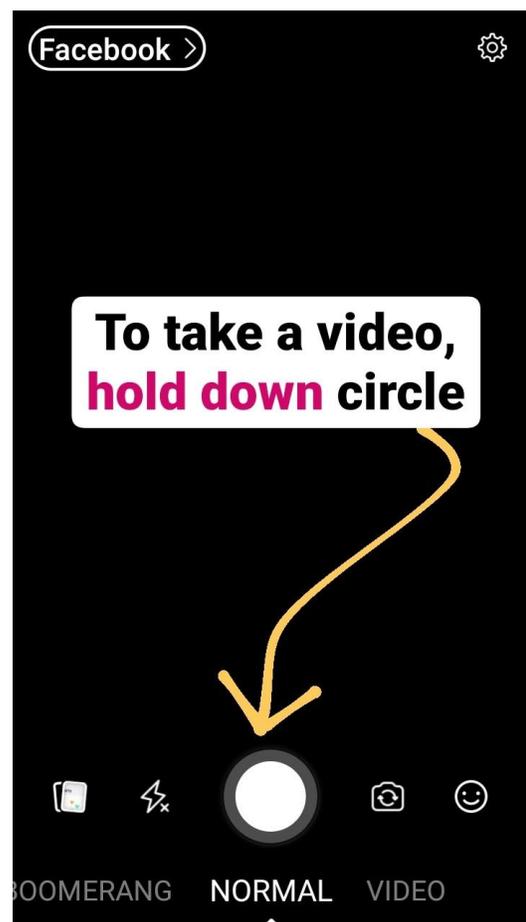
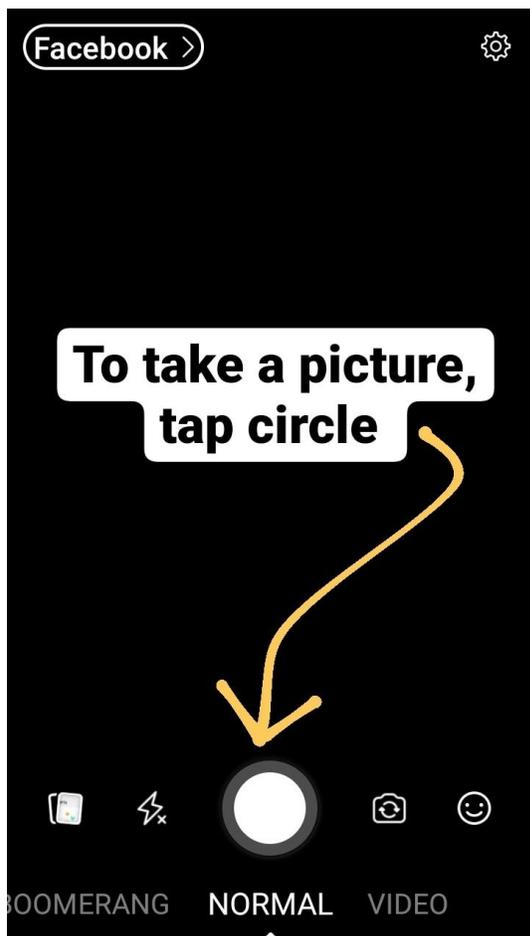
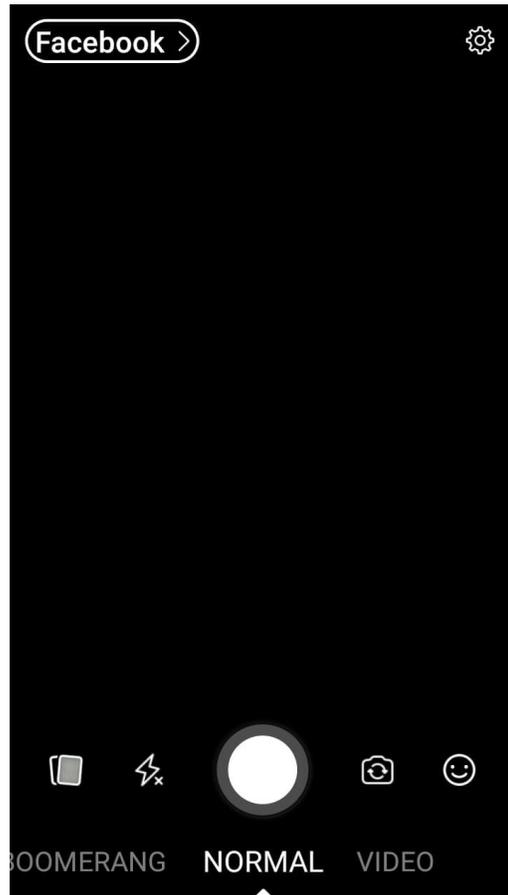
You want to think in terms of holding people's interest long enough that they stay along for the ride. If you have a story that may be a series of 5 photos or videos or a combo of the 2, you can BLEND in some of your business. This is a way to let them see your stuff without blatantly selling them.

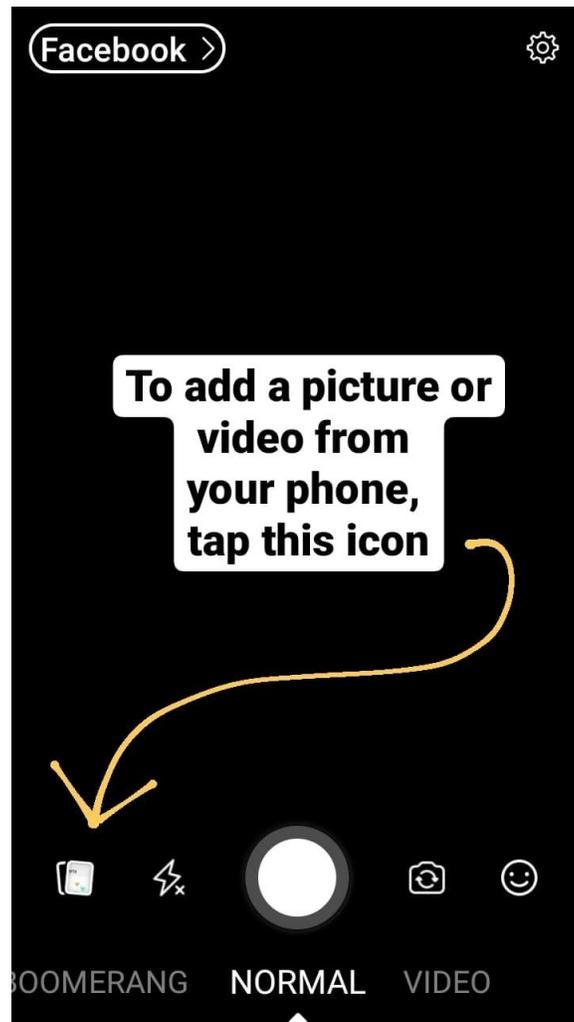
The blending process works really well. Storytelling has the potential to get people to know, trust, and LOVE you!

## Using Stories for Business

You can tweak the Story prompts to suit your business. However, it is recommended to give each prompt a try. It can feel uncomfortable selling yourself, but if you focus on giving value 90% of the time - you have earned the right to sell your services/products.

Here is how it looks before taking a picture or video:





## TIPS:

### TAPPING RIGHT OR LEFT

When you tap on the right side of your screen, that takes you to the next story.

When you tap left, it takes you to the previous story

### SWIPING RIGHT OR LEFT:

When you swipe to the right, it takes you to the next person's story

When you swipe to the left, it takes you to the previous person's story

### PHOTOS:

You can either upload or create photos using the camera option.

If you use another app to take a picture, make sure you save your photos in 9x16 format.

## VIDEOS:

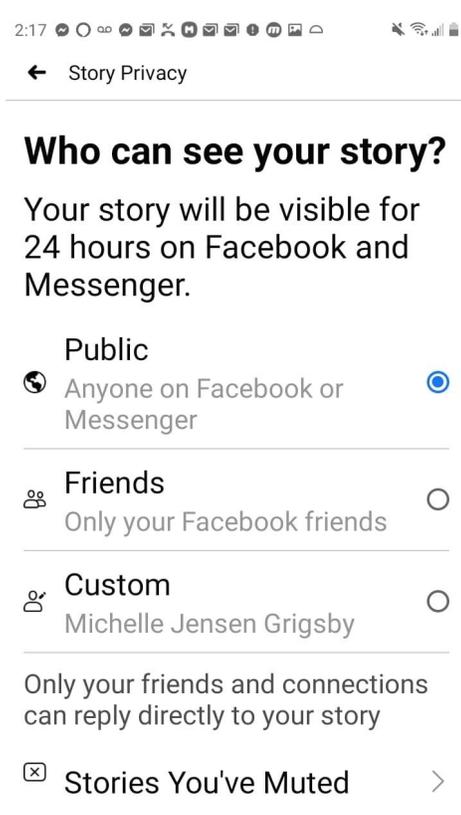
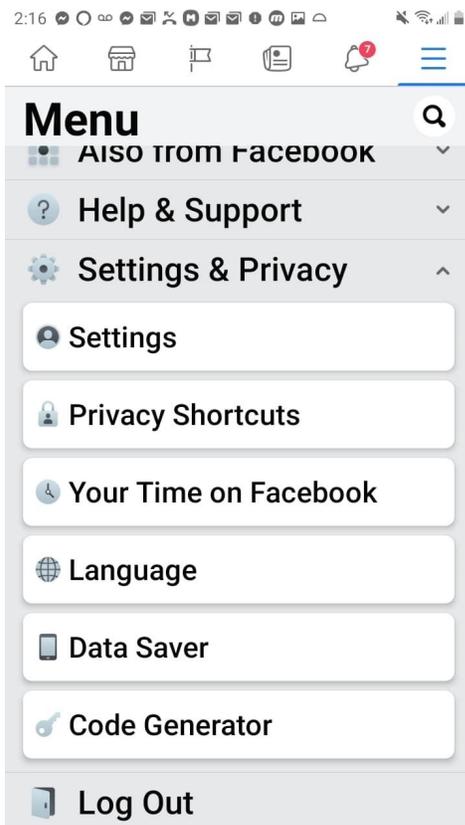
To record you just hold down the button. You can slide your finger up and down while holding onto it to zoom in and out.

You can also upload previously recorded videos. Once again, make sure it's in 9x16 format for the best effects.

## SETTINGS

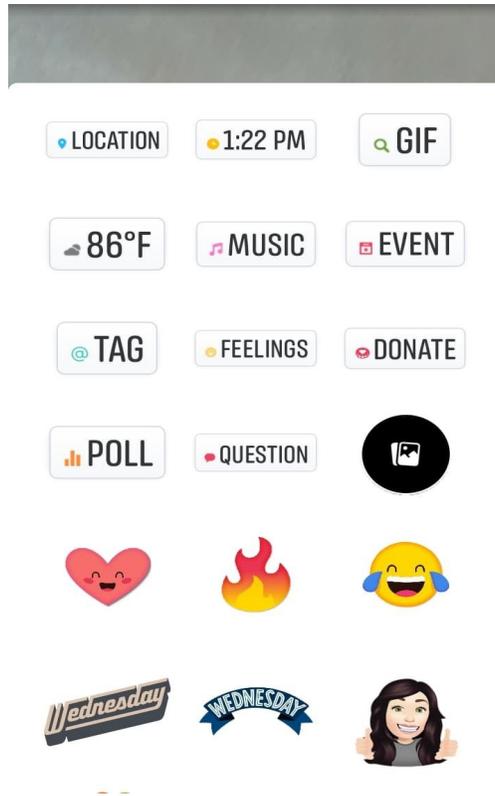
Make sure your stories are public. That way you can draw from a larger audience.

- Tap 3 lines in upper right corner
- Tap Settings
- Scroll down to Story Settings (the default is set to friends)



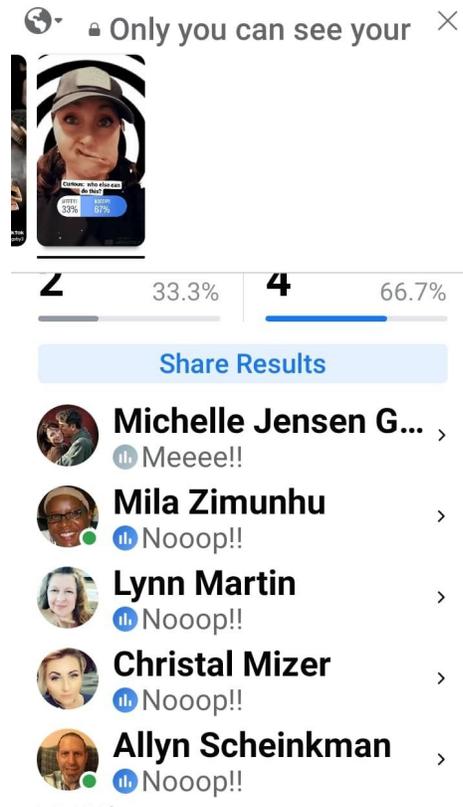
## STICKERS

The BEST FEATURES are getting people to interact! You can do this using stickers:



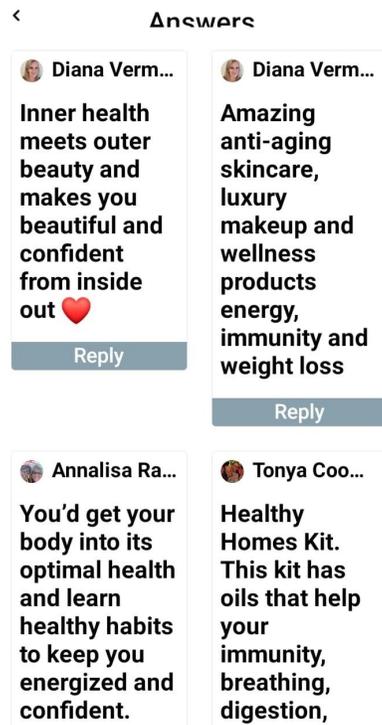
## POLLS

This is great because people love to give their recommendations. But what's even better, is you can see WHO votes on your polls.



## QUESTIONS

This is a box when people fill out will be part of your story.



## SLIDERS

This is a great way to get people to interact without having to say anything....

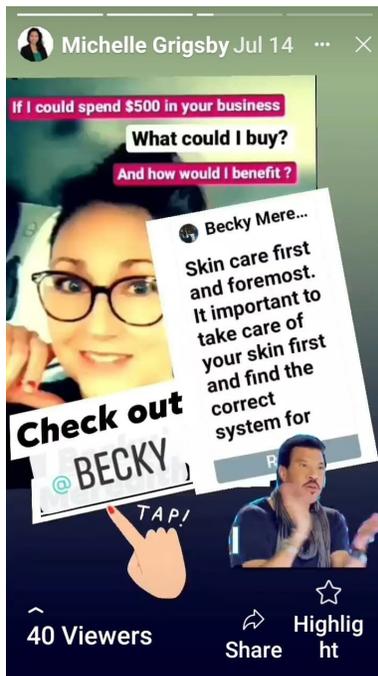


## TAGGING

This can be SUPER powerful. It's a great way to do a shout out and get on someone's "radar". When you tag someone, they receive a notification. There are many different ways to do this. In this

example, I shared a what some of the people who filled out the question box said (which also gave them an opportunity to self-promote -- *Double Hack*)

You can tag someone by either typing in their name (using text) or tap on the “TAP” icon and type their name.



## TEXT

Almost 80% of people are watching stories without the sound on. This can be a pain, but extremely effective. So always add captions to your stories! If anything, this will teach you how to create killer curiosity titles to get them to listen.

**TIP:** Always use contrasting colors -- for example, don't use white text on a light background (kind of like the blue one right above - oops).... Putting black text on white background is safe.

**TIP:** Don't have more than 2 different colors on a story. It makes the brain think too hard and can be confusing.

**TIP:** Don't have TOO much text on one story. Instead, start with a something that's easily digestible and then add another story with more text (that's called "stacking")

## MUTING

By tapping on the 3 dots in the upper right corner, you have the ability to mute people's stories. Think of muting as like unfollowing. They won't receive a notification you've muted them either.

Remember, if you can mute someone, they can mute you too!



- Mute Amy
- Find support or report story
- Something went wrong

## BLUE RING

You always want that blue ring to be around your face icon on Facebook. That shows users you have a story to view. You should keep at least one story going within every 24 hour period.



## GIFs-

This is a fun sticker that can help you create more attention grabbing content, and they add a fun element to your stories. You can resize them by pinching and expanding, you can use them to highlight your text and you can use them to make your images come to life. Have fun with them!



**PRO TIP:** Before getting on camera, pump yourself up if you're not used to doing stories! Blast some of your favorite music, jump around, dance and get excited - it comes across SO MUCH BETTER when you are happy, excited and full of energy!

**PRO TIP:** Make sure you have good lighting and are filming in a place that doesn't have distracting noise in the background - ie. loud sirens or the landscaping crew with leaf blowers (those are super annoying to hear in videos). HOWEVER, certain "distraction" or "noise" is okay! For example, if you're a mom with kids and they're playing in the background, that's your day to day life, right? It's fine to hear them - that's relatable to other parents and you can even mention it in your stories ("Typical, I get on stories and the kids start playing around").

**PRO TIP:** If you have a tripod for your phone, great. If not, you can either hold the phone with your hands to record OR set your phone up on a shelf, window sill or on a table and prop it up with a stack of books, planter, etc.

## TYPES OF STORIES:

Selfie photo

Selfie Video

Photo of something else

Video of Something else

Text only

Sharing posts from newsfeed

## What gets the best engagement (from lowest to highest)

#10 - Sharing a post to your story

#9 - Text

#8 - Photo of something (besides myself)

#7 - Photo of something (besides myself) W/ Text

#6 - Selfie

#5 - Selfie with Text

#4 - Video

#3 - Video with text

#2 - Selfie video (the hardest to do.... but easier than doing a LIVE)

#1 - Selfie video with text

### Why is Selfie Video #1?

PEOPLE WANT TO SEE:

- You
- Where you're at
- What you're doing
- And what you're talking about

## Here are some ideas on interesting content to create:

### 1. Go back to the beginning-

Why did you start your business? I started coaching because I wanted to see women create businesses that they could love and be proud of. It was difficult seeing so many struggle with sales and attracting customers and I KNEW there was a better way. I became passionate about helping women find a better way. Why did you start your business? Jot a few things down and use those to help you create stories that reflect your passion.

## **2. Why are you doing this?**

Your why is a great reason to create stories! So write your why down somewhere where you can visually see it and revisit this daily. It will inspire your creative juices and help you create stories that have an emotional attachment to them. People love this!

## **3. Behind the scenes**

Talk about what goes on behind the scenes. Allow people to see the things that make you who you are. Is there a special something-something that goes into your daily routine? Something that makes all of the magic happen? Show people how you are different from others. You can show behind the scenes of your average workday or even a behind the scenes of an event you are hosting!

## **4. What are your values?**

What are your personal brand values? What do you stand for, believe in, and aspire to? Share that with us. Tell us about that through your storytelling. If you are an avid believer in honesty, then don't show us you taking your children to McDonalds if you claim to be a whole foods eater. Be true to yourself and your audience.

## **5. References**

Share your customers' stories, testimonials, and reviews. Having real people and real results as your references will give you credibility and entice your Dream Customers to learn more.

## **6. Inspirations**

Talk about what inspires you and what you aspire to do in your life and in your business. Your aspirations make you seem more human and more relatable to your audience. Inspirational content can help others get to know you at a deeper level.

## **7. Creative**

Show your creative process! People will like to see your workplace and/or work space. We're constantly trying to find new ideas for organization and flow and your audience would like to see how you manage your space. Find a theme for your space and amplify it for good storytelling.

## **8. Lifestyle**

What do you like to do outside of work? Share your adventures! Whether your lifestyle includes travel, cooking, or fun hobbies; share them! If you can find a way to incorporate your business with your hobbies that is a bonus.

## **9. Humor**

At the center of it all, storytelling is entertainment, so don't be afraid to be entertaining. Your audience will love seeing you be fun and relaxed. Don't be self-conscious about looking silly! If you are willing to be silly then your audience will feel you're more approachable and authentic. Embrace it!

## **10. Be Informative**

You need to find a balance between entertainment and educational. You are already 10 steps ahead of someone you are trying to serve. No matter where you are in your business, you've no doubt learned something worth sharing. Your message, guaranteed, is enough for someone.

## **11. Freebies**

Stories are a great platform to announce promotions and launches. It gets it right in front of your audience and gives them a snippet of what you're offering to entice them to click on your profile to learn more.

## **12. Reviews**

Got a product you love or are selling? A monthly subscription box of your favorite brands? A hot trend is unboxing those items and reviewing them on your stories

## **Some creative ways to make a story more interesting:**

1. Starting to provide information in one location, then finishing in another. Keeps your audience excited to see where you might go next.
2. Utilize a cliffhanger! Abruptly cutting off in the middle of a sentence right at the moment your audience knows what's about to be said.
3. Small snippets in a rapid progression such as a few second video leading into another and another. Remember those books from your childhood with all of the pictures on the pages when flipped through quickly created a scene of movement? Like that!
4. Bring the camera closer to the face to intensify the moment and then "cut" to new camera angle. Adds variety to your content.
5. Get creative with connecting. You want people engaging with you. Ask questions and use GIFs or arrow to point them to the comment bar to encourage them to engage. Don't use the word comment, but you can certainly use words like "send a note" or "what are your thoughts?"

If you want to start creating relationships with your audience then start commenting on their stories. I cannot stress this enough! If you are not seeing your story views growing upward on a regular basis it may be time to assess what is going on. Be honest with yourself.

Go and check your archives and look at the stories people liked and viewed and create more like those! It's super important not to overthink this! I promise, the more you practice the easier it gets.