

A low-angle, upward-looking photograph of several modern skyscrapers with glass facades, reaching towards a clear sky. The perspective creates a sense of height and architectural grandeur.

How Storytelling Drives the Purchase Process

Terry Rice, Expert-in-Residence & Contributor Entrepreneur Media

Instagram/Twitter: [itsterryrice](#)

Email: terry@terryrice.co



Instagram: itsterryrice
terry@terryrice.co

Terry Rice

- Consultant, Writer & Speaker
- Entrepreneur Magazine Digital Marketing Expert-in-Residence
- Previously, Client Solutions Manager at Facebook
- Worked with Walmart, Guilt, Bonobos, Warby Parker, Dell Computers
- Mentor at Techstars & NYU Entrepreneurial Institute

2.4X

Consumers are 2.4x more likely to say **UGC is most authentic** compared to branded content

2.1X

Marketers are 2.1x more likely to say **brand-created content is most authentic** compared to UGC

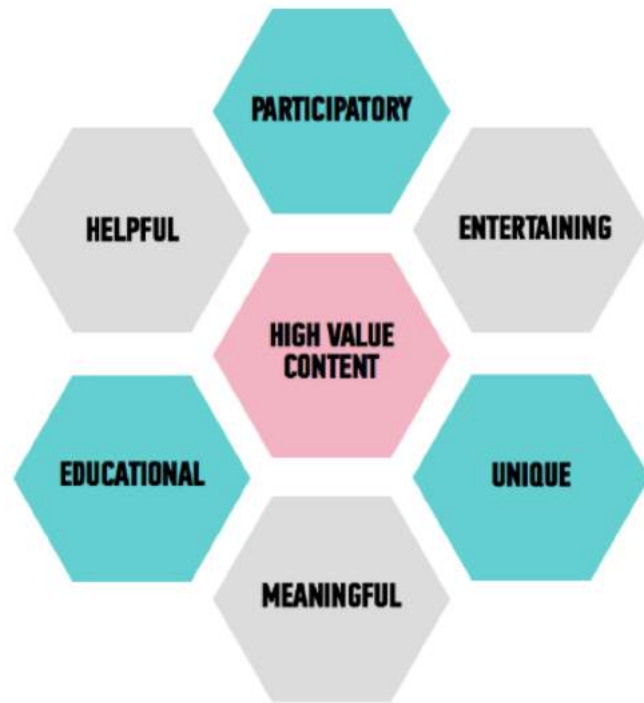
The Gotham Model

Question:	Response:
Why are you interrupting my day?	Content Marketing
Why would I want this?	Value Proposition
Why should I trust you?	Testimonials, User Generated Content, Key Person of Influence (Social Proof)
Why should I buy it from you?	Unique Differentiator and/or Special Offer

Why are you interrupting my day?

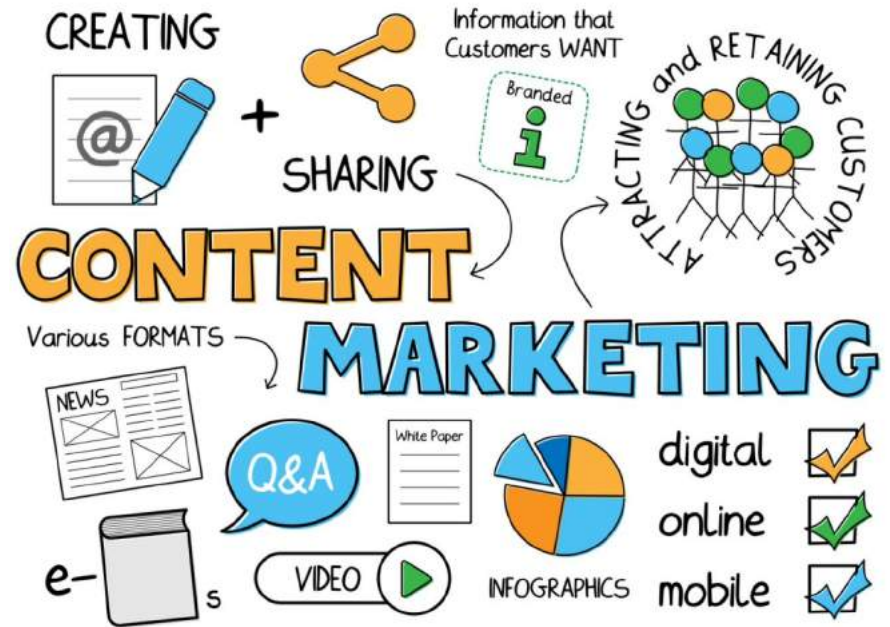
Valuable content gives you the opportunity to interact with your audience.

What content do you have that provides this value?



Content Marketing

- Blog post
- Quiz
- Tools
- Checklist
- FAQ's
- Videos/Images





Your 3-step formula for contacting prospects on LinkedIn

By [Bill Cates](#)

2 min read



Have you ever wondered, "How should I approach prospects (and potential strategic alliances) on LinkedIn?"

Wonder no more. Here's my 3-Step formula for contacting prospects on LinkedIn. (Note: this is not a "mass connection approach." This is a very deliberate, one-on-one approach to connecting with potential Right-Fit Clients™ and other important alliances.)

Step 1: Personalize your connection message

Popular Articles

[Introducing QuickBooks Projects: An Easy Way to Track Your Projects](#)

[How to Run QuickBooks Online up to 46% Faster](#)

[QuickBooks Launches New](#)



Does My Dog Need a Flu Shot? The Answer is ... Maybe.

[Home](#) > [The Daily Wag!](#) > [Does My Dog Need a Flu Shot? The Answer is ... Maybe.](#)



Leg Workout

1. Leg Curl (Machine/TRX/Swiss ball)

10-12 reps x 3



2. Bulgarian Split Squat

12 reps/side x 3



3. Goblet Squat

10-12 reps x 3



4. Romanian Deadlift

12-15 reps x 3



@WEARELADDER



weareladder • Follow



weareladder That turkey trot will be here before you know it. Start strengthening your legs with these four exercises 🔥 #workoutwednesday

1d



ohthatmia Sweet 🦋🦋🦋



1d 1 like Reply



babecave_co Did this , this morning 🍑🍑



1d 1 like Reply



aliciamanzur Here's our workout for tonight @strictlybrooke



1d 1 like Reply



577 likes

1 DAY AGO

Add a comment...

Post

ARTISTS ▾

SHOP

BOOK APPOINTMENT

INFO ▾



Due to extremely high demand, we are now finding it more and more difficult to accommodate walk-ins. We may still have an artist available for walk-ins on some days, especially Saturday, but this changes from week to week. If you are curious about our walk-in availability, the best thing to do is give us a call at 770-518-4073.

If you're interested in a tattoo, but don't know who you want to do it, we suggest coming in and speaking with our front desk staff about your ideas. They are very skilled at pointing you to the right artist with the availability to handle your request.

Our artists are typically booked for a long period of time. Depending on which artist you would like to work with, you could be waiting anywhere from several days to one year to begin your tattoo project. It's always best to speak with our front desk personnel to get a feeling for whether your project fits a particular tattooer's style and aesthetic. Depending on artist availability and the nature of your project, we will assist you in moving forward with a consultation appointment or putting you on your chosen artist's waiting list.

skin. The pain varies from person to person but is similar to a cat scratch or a hair pull.

HOW MUCH DOES A TATTOO COST?

The cost of your tattoo depends on a number of factors including size, placement, skin type, and color vs. black and gray. For smaller tattoos, we will generally quote you a price up-front. For larger tattoos, your artist may opt to quote you an hourly rate.

I'M 17, CAN I GET A TATTOO IF MY PARENT SIGNS FOR ME?

No, Georgia state law requires that you be at least 18 years old to get a tattoo. Furthermore, we believe that you will inevitably regret a tattoo that you receive at such a young age since you are still growing physically and mentally.

ARE TATTOOS SAFE?

We can't speak for every tattoo studio, but here at Ink & Dagger Tattoo, your health and safety is our highest priority. In addition to providing new needles for every client, we also adhere to strict procedures to avoid cross-contamination. You can expect to see disposable ink holders, disposable razors, and barriers on everything that must be touched during the tattoo process. We work closely with the Fulton County Department of Health to ensure that our methods comply with the most current guidelines.

Lead Magnet

An incentive offered to potential buyers in exchange for their contact information.

This is one of the most powerful pieces of content you'll develop.

Lead Magnet

A good lead magnet:

- Solves a real problem
- Is instantly accessible
- Quick to digest
- Demonstrates your expertise
- Encourages next steps



This is NOT a good lead magnet

Subscribe For Latest Updates

Signup to best of business news, informed analysis and opinions on what matters to you.

Enter your name here...

Enter your email address here...

SUBSCRIBE NOW

We promise not to spam you. You can unsubscribe at any time

This IS a good lead magnet

The screenshot shows a web application for creating email signatures. The header features the HoneyBook logo and the title 'DESIGN A FREE EMAIL SIGNATURE'. Below the title is a sub-header: 'Create a professional email signature in 30 seconds. Perfect for professionals, small business owners, and freelancers.' The main interface is divided into two sections. On the left is a form with three tabs: 'INFO', 'SOCIAL', and 'TEMPLATES'. The 'INFO' tab is active, showing fields for 'Name', 'Job title', 'Company', 'Email address', 'Address', 'Phone', and 'Website'. A 'Logo/image' placeholder is also present. On the right is a preview of the email signature. It shows an email header with 'To: Rachel Green' and 'Subject: My new email signature'. The body of the email says 'Hi Rachel, Check out this awesome new email signature I created! Love,'. Below the text is a signature block for 'Gunter Anders', founder of Gunter's Barista Academy, with contact information and social media icons. A teal 'FINISH' button is located at the bottom right of the preview area. A small note at the bottom of the preview states: 'This is an example. Edit on the left to create your own.'

HoneyBook

DESIGN A FREE EMAIL SIGNATURE

Create a professional email signature in 30 seconds. Perfect for professionals, small business owners, and freelancers.

INFO SOCIAL TEMPLATES

+ Logo/image
100x100

Name _____

Job title _____

Company _____

Email address _____

Address _____

Phone _____

Website _____

To: Rachel Green

Subject: My new email signature

Hi Rachel,

Check out this awesome new email signature I created!

Love,

Gunter Anders Founder at Gunter's Barista Academy
P: 212-555-2345 | E: gunter@guntersbarista.com
100 Lafayette St, New York, NY 10013, USA
www.guntersbarista.com

This is an example. Edit on the left to create your own.

FINISH

Questions create content.

What questions does your audience have?

How can you package the answers as content?

Why would I want this?

You need a clear and relatable value prop, don't just talk about features & benefits.

Three Step Storytelling Process	
You know how . . .	Your audience's current situation
Well, what we do is . . .	How you solve a problem or meet a desire
In fact . . .	Proof of your expertise

Trusted dog walkers near you

Starting as low as \$20 / walk

1st Walk FREE*

*First time customers only. Promotional value up to \$20.



Three Step Storytelling Process

You know how . . .

It can be frustrating when you're away from home, but your dog desperately needs a walk? The guilt is unbearable.

Well, what we do is . . .

Send a vetted and professional dog walker to your home at the push of a button.

In fact . . .

Since 2015, we've walked over 3 million dogs, most of them more than once.

Why should I trust you?

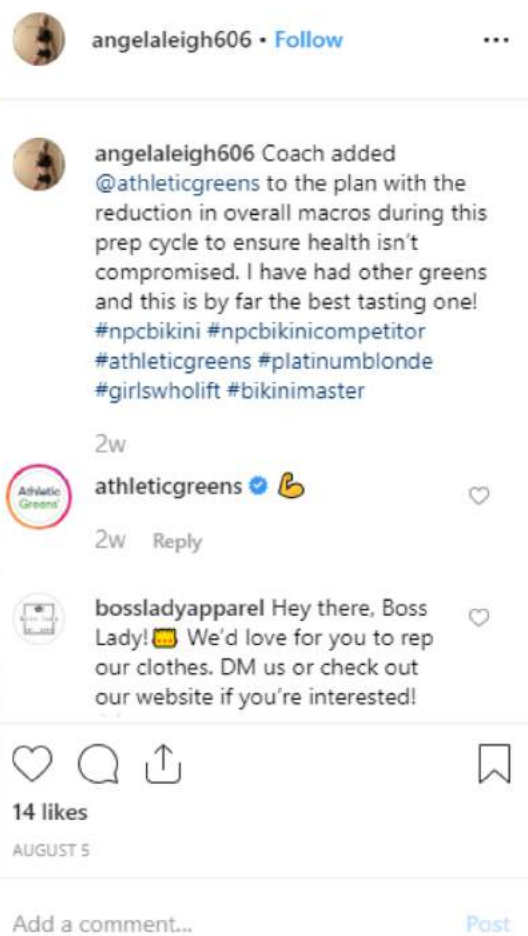
You can't be the only person telling the story.

Testimonials, User Generated Content (UGC) or a Key Person of Influence are a must.





Entrepreneur



Instagram: itsterryrice



Why should I buy it from you?

You need a **true**, and **impactful** unique differentiator.

- Quality
- Price, without sacrificing quality
- Charitable mission
- Amount of time in business
- Why you started the company
- Customer service
- **How you make people feel**

**Avis is only No.2 in rent a cars
So we try harder.**

ELLER





home / charity support



The HYTELE charity support program champions charities that share the same core beliefs of the HYTELE community. Handpicked for their clear vision and genuine compassion, HYTELE offers different ways to participate in giving back to these admirable causes.

GRACEDBYGRIT
foundation

1% of all HYTELE women's product line sales will benefit the **GRACEDBYGRIT** foundation*

The **GRACEDBYGRIT** foundation educates and empowers all girls and young women to discover and develop their **GRIT**. Through workshops and live events, girls gain tools to redefine the way they view failure, confront challenges with confidence, and deepen their self-awareness.

[learn more](#) | [shop women](#)

*The GRACEDbyGRIT foundation is in the process of obtaining official 501(c)(3) status. Upon approval, we will update our website and messaging accordingly.

2019 charity tee goal: \$50,000

The Gotham Model

Question:	Response:
Why are you interrupting my day?	Content Marketing
Why would I want this?	Value Proposition
Why should I trust you?	Testimonials, User Generated Content, Key Person of Influence (Social Proof)
Why should I buy it from you?	Unique Differentiator and/or Special Offer

A low-angle, upward-looking photograph of several tall skyscrapers against a clear sky. The buildings are dark with many windows, some of which are illuminated from within. The perspective creates a sense of height and scale.

Q&A

Instagram/Twitter: [itsterryrice](#)

Email: terry@terryrice.co