

P.I.G STORIES!

How to use The Simple P.I.G Storytelling Technique
to Sell to Strangers Who have Never Heard About
you or your Product Before

By Andy Mukolo.

There are 3 different strategies I use when selling to Cold Traffic

Three types of ads you can run to COLD TRAFFIC

- Educational ads
- Story ads
- Lead gen ads (Ie: Teach something valuable in your ad, then invite them to download a report or watch a training at NO cost!)

Of all 3 ads, the most powerful is Story Ads.

And this brings us to ... The P.I.G storytelling technique.

In a minute, I'll show you how it works,

But first, keep this in mind:

Storytelling in Copywriting.

When you're telling a story in a sales message,

You're not just telling the story for stories sake

You're telling the story to achieve a number of things:

- Get attention
- Hold attention
- Establish Credibility
- Build trust
- Make your message relatable
- Deep Emotional impact

All of which serves to strengthen your sales message.

So if you'll tell a story in your sales message,

Even an Ad Copy or an Email

You have to keep those things in mind.

Also...

When it comes to telling stories

You have to develop a habit of starting in the middle of the action

What I mean is:

Instead of saying:

*

Dear friend,

10-years ago,

After I left secondary school

I didn't know what to do with my life...

Everyday, I'd stroll down to the newspaper stand at Ibusa Junction

Read a Punch Newspaper,

Argue football and politics

Then go home.

Next day, same thing...

Until one day, this girl did the unthinkable

NOTE: A few people may be patient enough to read this and see where it's going.... But you stand the risk of losing a lot more readers who could have become customers

You can actually start in the middle of the action...

*

Dear friend,

This girl told me I was good for nothing and that I should go and look for something to do with my life

Kai!

I'll never forget that Monday morning at the newspaper stand at Ibusa Junction....

*

Notice a difference?

Starting in the middle of the action means starting with drama.

Or intrigue,

Or mad curiosity..

Or something crazy that hooks your reader in the throat right away.

And this:

If you're going to use a story to sell

It shouldn't be so obvious that you're even telling a story because you want to use it to make a sale

Make it seem like a casual conversation where you're just giving a friend gist about stuff that happened a while ago

Also

You must present your story in a way that your reader can resonate with

What I mean is:

Your reader should be able to read your story and say:

Hmmm, okay, he's just like me.

There's a few elements you can use to make this happen:

#1 Your story has to show you at your lowest or at least...

At the Point where you were experiencing same shit your prospect is haggling with right now

Very important.

#2: Your story has to show that you to make a change, you had to take a firm decision...

#3 Your story has to show that you started getting results eventually or that you proved the naysayers wrong

And very importantly....

#4 That your reader can expect to experience their desired transformation once they're shown what to do.... And they start doing it

You can use all 4 or a few.

The lesson here is:

Storytelling is easily the most effective selling technique

(When done properly.)

Now, let's talk about . . .

How The P.I.G Storytelling Technique Works For Cold Traffic >>>>>

P.I.G stands for Punched in the Gut

In the context of storytelling,

It means stories that have instant emotional impact on your reader....
So deep... so intriguing....

Their emotional reaction is like being punched in the gut!

And the reason it works so well is in how the story starts

It's not like your everyday story,

It starts in the middle of the action,

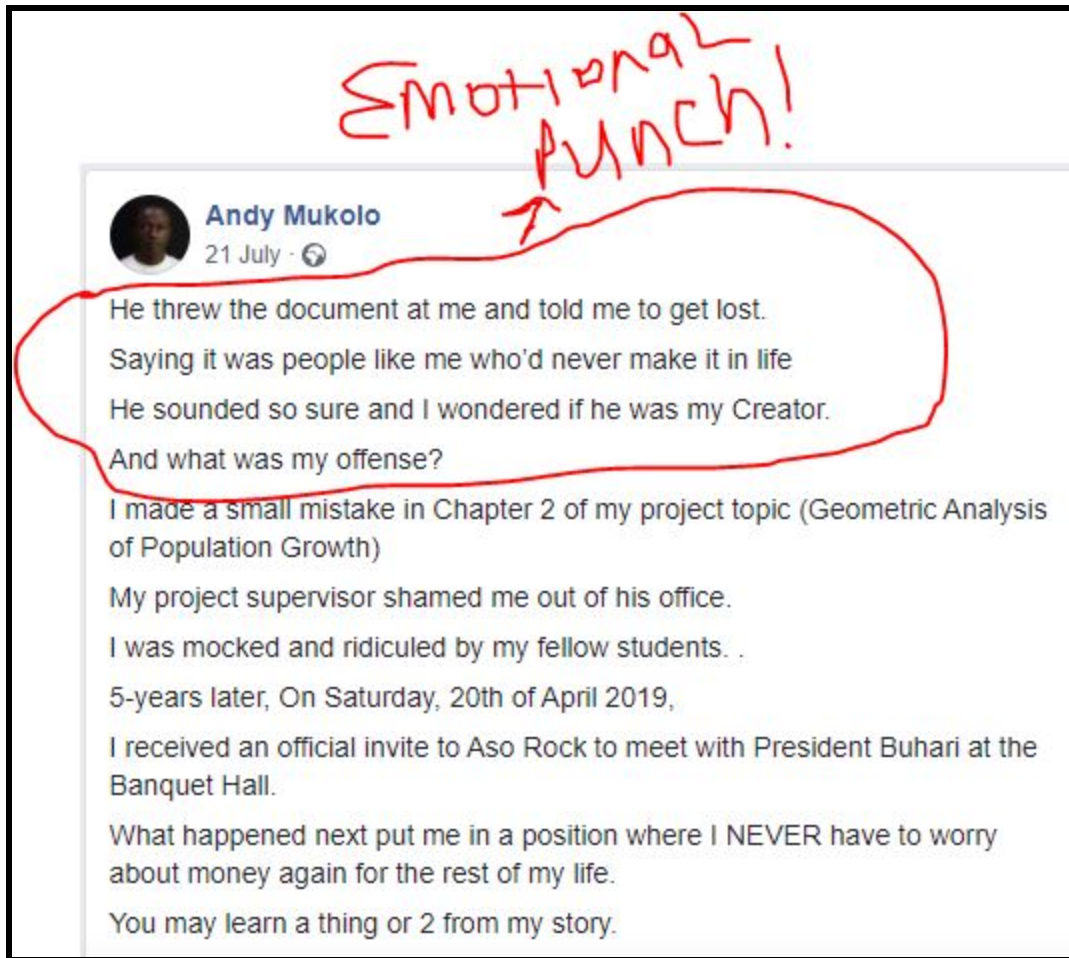
With an emotional statement,

Like a blockbuster movie trailer

And for this reason,

Your reader is hooked emotionally upon reading the first paragraph alone...

Here's an example of a classic P.I.G story I used for an ad a while ago:



See how it looks like a normal Facebook Status Update?

The trick is to draw your reader in with an intriguing and very emotional opening...

Lead them into your story

Make them feel something,

Show them (if possible) the moral of your story,

Then invite them to take the next step

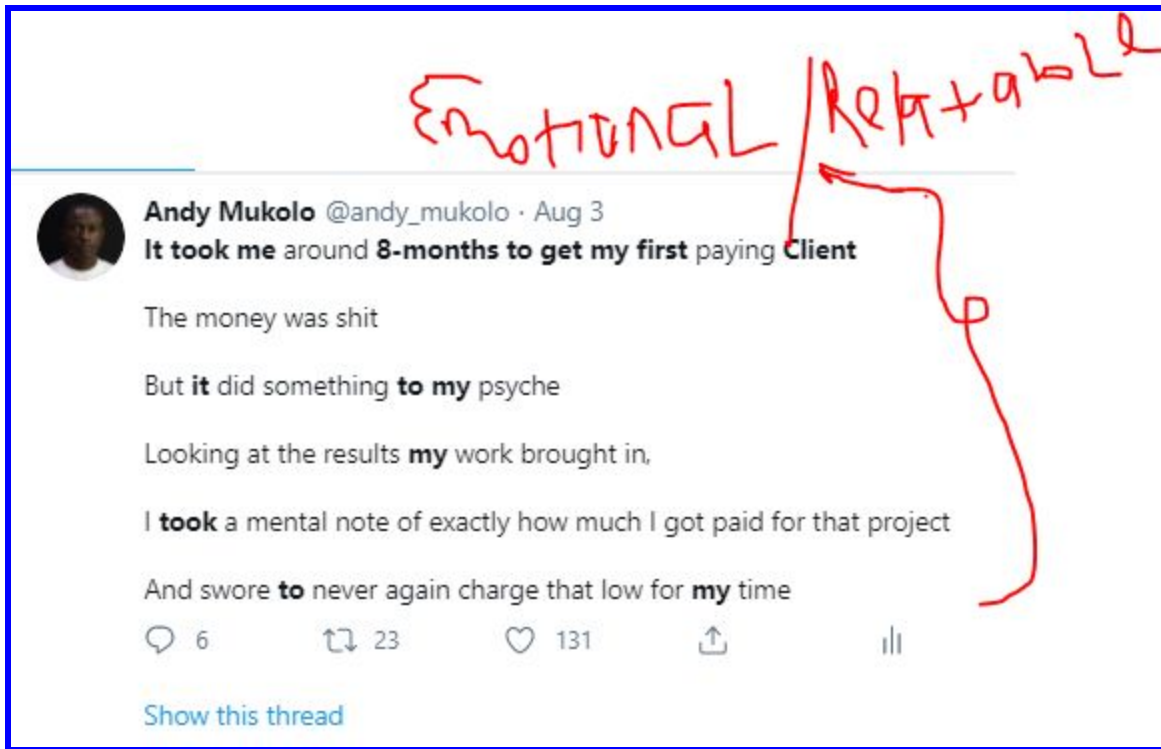
This could be an invitation to watch a webinar

Or to join your email list

Or to check out a front-end offer you or your client has just put out.

That's how simple it is.

Take a look at another example:



See how I'm telling my story from a perspective my prospect (Freelance writers struggling to get clients) can relate with?

It's not enough for your story to have emotional punch

It has to be relatable.

Very important.

What's the point in telling an emotionally compelling story if it doesn't move your reader to think....

“Hmmm, he’s just like me, he’s been in my shoes before and he understands what I’m going through”

When you think about it like that,

It becomes much easier to write P.I.G stories that engage and sell.

ONE MORE EXAMPLE (This actually ran as an Ad on Facebook)

They sent me a text message saying my services were no longer required...

No queries.

No meeting.

No compensation.

No explanations.

Nothing.

I didn't have connections so I couldn't make noise

Heck, if I had connections,

They wouldn't have laid me off.

It was a banking job and I was earning an average of N20k every month.

Some months, my pay was N400.00 (Four hundred Naira ...)

If you're a marketer working in a bank,

You'll understand.

Anyway, I got home that Tuesday night and I thought long and hard about my life.

What's the way forward?

*The easy path:

Continue job hunting while staying in my father's house (nothing wrong with that)

Probably get lucky after 6 months and I'll land a N100k /month job.

*The hard path:

If I took the next 90-days to learn a financially valuable skill,

That's put me in control of my time, life and finance,

I could be making 5x that 100k every month.

I knew I was going to be broke for a while if I took this path...

But, after seeing hell as a banker

The insults

The pressure

The funny salary

And some really dirty stuff I won't mention here

The idea of controlling my time and my earning capacity suddenly started appealing to me more than the 9-5 life I thought I wanted

So I picked the hard path.

And it was during this time I discovered a high-income skill called Copywriting.

I took the next 90-days to learn as much as I could about this skill.

Took me a while to master it,

But it was more than worth it.

My current fee for a standard Copywriting project is \$3,000.

I'll leave you to do the math,

But here's the thing fam...

I'm not going to lie and tell you if you learn Copywriting, money miracles will happen overnight.

That's not true.

It took me a while to get to where I am today.

I worked my ass off.

But here's what I can tell you

If you master this skill

You will never lack money.

Ever.

And if you're interested in learning Copywriting,

Start with these books:

The Boron Letters by Gary Halbert,

The Robert Collier Letter Book by Robert Collier,

Scientific Advertising by Claude Hopkins

These books are free on the internet.

Google them.

Download them.

Study them.

Practice HARD!

Implement what you learn.

Be consistent.

Nothing will happen overnight,

But if you're serious,

You could look back 3 months from now with a smile on your face enjoying the writer's life.

And the good thing is:

There are many ways to monetize Copywriting

1: You can sell it as a skill to business owners.

Some beginners charge between N100k - N300k per project

The more experienced Copywriters charge more....

Between N500k - N1M and above.

The better you get,

The more you can charge.

2: You can use it to sell your own products online

3: You can use it to promote other people's products and get as much as 50% from every sale that comes thru you

It's called affiliate marketing.

All you have to do is find quality products and promote them to people who want them

You can even do this with your WhatsApp status.

There are other ways to monetize this high-income skill called Copywriting.

But for now, just keep the above in mind.

The most important thing is knowing what to say, and how to say it, to make people buy what you're selling

And once you see just how much money this skill can put in your pocket if you take it seriously

You'll wish you discovered it earlier.

So if you want to learn this skill,

Get to work.

Read those books I recommended earlier.

The Boron Letters
The Robert Collier Letter Book
Scientific Advertising

Practice like a madman.

Implement like crazy.

This skill changed my life.

It can change yours.

Stay frosty.

Andy Mukolo.

P.S: If you need some personal guidance and expert advice (So you can avoid trial and error...)

Get some help here >>> [LINK TO LANDING PAGE](#) >

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Hope this helps.

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