



## ServeNoMaster 069: 7 Storytelling Mistakes that are Turning Off Your Customers

**Subtitle:** Learn to Create Compelling Stories To Help Your Audience Engage with You Better

### Key Takeaways:

- Copywriting is storytelling. It's about telling the story of a hero.
- 1st Mistake: Shock stories are great for audience but only to an extent.
  - There are times when stories are appropriate and when they are not.
  - Be realistic in writing your stories.
  - You don't need to tell the most extreme stories. Find one that fits your audience.
- 2nd Mistake: Giving too much information in an attempt to be authentic.
  - Good storytelling is about being efficient.
  - Find relevant stories for your audience. Remove irrelevant stories.
  - Reveal just enough to get people engaged.
- 3rd Mistake: Breadth over depth.
  - Telling too many details or expanding on too many characters lose effectiveness of the story.
  - Go deeper in just one story.
- 4th Mistake: Attempt to mask failures or embarrassing moments.
  - There is always something you can do better or succeed with.
- 5th Mistake: Creating characters with no flaws.
  - It's tempting to cover our mistakes or flaws by saying the story is about someone else but this loses the authenticity of the story.
  - Great stories connect with audience because of the flaws of the hero.
- 6th Mistake: Stealing stories or cliches.
  - You don't learn to become your own self by telling other people's stories.
  - This gets worse when it becomes a cliché and loses effectiveness.
- 7th Mistake: Failure to understand the structure of the story
  - Begin by knowing the purpose of the story
  - 3 Acts in a Story: Introduction, Training, Fighting the Villain
- How to learn story structure - look for a version of the story similar to yours
- Learning structure from someone else is fine. Stealing words is not.

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