

# Turning Stories Into Sales: The Copywriting Framework


## Handouts

 3. The Art of Sharing - Story Telling VS Copy Writing Class.pptx

[https://docs.google.com/presentation/d/1Qg40sCROmkXDjC16dFSd2OA2AAd5r8bx/edit?slide=id.g24742be3662\\_0\\_0#slide=id.g24742be3662\\_0\\_0](https://docs.google.com/presentation/d/1Qg40sCROmkXDjC16dFSd2OA2AAd5r8bx/edit?slide=id.g24742be3662_0_0#slide=id.g24742be3662_0_0)

 3. VCA Handout - Storytelling/copywriting

<https://docs.google.com/document/d/1CFWlaKiLWGpoSmfHPgpFA7pODNvZHaYjpxKNh76XOck/edit?tab=t.0>

 3. ChatGPT Prompt - Storytelling/copywriting

<https://docs.google.com/document/d/1j1UDKRiSLAbdNikBK1iDk3aEL8w1CMzACsYjhxKnCtl/edit?tab=t.0#heading=h.wjy9yg79bdjd>

## Quick recap

Sacha explained the key differences between storytelling and copywriting, highlighting how storytelling focuses on entertainment and emotion while copywriting is specifically designed to drive reader action for marketing purposes. She introduced psychological triggers that influence consumer behavior and presented a 7-step storytelling framework for effective copywriting. The group practiced transforming personal experiences into content through exercises and discussed strategies for creating authentic content using tools like ChatGPT, with plans for an upcoming implementation day focused on content and social media strategies.

## Summary

### Storytelling vs. Copywriting Distinctions

Sacha discussed the differences between storytelling and copywriting, explaining that storytelling is an art form focused on entertaining and evoking emotions, often centered around a main character, while copywriting is a marketing tool designed to engage readers to think, feel, or take specific actions. She emphasized that copywriting, unlike storytelling, is purposefully crafted to drive a response, whether it's purchasing a product or reflecting on

personal well-being. Sacha also highlighted that while stories may offer insights, they are not typically written with the intent to direct the reader to a specific action, contrasting with the direct purpose of copywriting.

## **Storytelling vs Copywriting Strategies**

Sacha discussed the differences between storytelling and copywriting, emphasizing that while storytelling focuses on the narrator's perspective, copywriting prioritizes the reader's experience. She highlighted the importance of creating authentic and relatable stories that resonate with the audience and lead them to a specific action. Sacha also touched on the psychology of motivation in purchasing decisions, suggesting that understanding and addressing potential concerns through storytelling can effectively bypass objections and encourage customer action.

## **Psychological Triggers in Consumer Behavior**

Sacha discussed various psychological triggers that influence consumer behavior, focusing on scarcity, urgency, and the role of dopamine in driving purchases. He explained how creating a sense of urgency, like the Home Shopping Channel's countdown, and highlighting scarcity can motivate buyers. Sacha also touched on the concept of loss aversion, where people are more motivated to avoid losing something they have, using a lottery ticket example to illustrate this point. Additionally, he emphasized the importance of addressing basic human needs, pursuing pleasure, avoiding pain, and social validation in marketing strategies.

## **Storytelling Framework for Copywriting**

Sacha introduced a storytelling framework with 7 steps to help participants craft compelling narratives for copywriting. She demonstrated the method using personal examples and explained how to condense stories for different platforms. The group was assigned to practice telling their own stories, either their origin story or another significant experience, following the 7-step framework. Participants were instructed to first discuss their stories in small groups before using ChatGPT to refine and shorten them. The exercise aimed to help participants develop their storytelling skills and connect more effectively with their audience.

## **Content Creation from Personal Experiences**

Sacha discussed with Virginia how to transform personal life incidents into content, suggesting that each significant event could be developed into its own story or prompt, though not all should be included on the About Me page. Nancy and James participated in an exercise and provided feedback, with Nancy noting they had fun and completed the task. James mentioned that Mercedes and he didn't get to the chat prompt, but Sacha encouraged them to complete it later, emphasizing the importance of intellectual effort in creating quality content.

## **ChatGPT Content Creation Strategies**

The group discussed strategies for creating content using ChatGPT, with Nancy sharing her method of recording stories while walking to capture natural speech patterns. Sacha emphasized the importance of using audio features for more authentic responses and noted

that ChatGPT 5 has been lying more than previous versions, though users can access older versions again in November. The group also discussed the upcoming implementation day focused on content and social media, where Sacha will teach content creation strategies, Annie will address inner blocks to sharing content, and Warren will demonstrate a content editing program. James expressed interest in accessing recordings of future implementation days if he misses them.