

Module 11. 4 Examples of Mini-Stories With Analysis

How do you write a good story?

What are anticipation sentences? How do you use action and build drama to arrive at “squeaky bum time”?

Below are 4 examples of simple stories from blog posts. The first two examples use the *power of imagination*. The words like “imagine” or “picture” easily transfer your reader to a different world. This is what the first two examples below show. The next two examples use personal stories as metaphors for business lessons.

Read through the stories and try to spot how they all follow a similar scenario:

- They quickly set the scene with a few details
- An anticipation sentence makes a reader “smell” trouble is ahead
- A sequence of actions leads to “squeaky bum time”
- They transition to the tips of lessons

The “clean” examples come first; and the analysis follows.

Example 1: The power of imagination

Imagine you’re a web developer.

You have a good client base, but most of your customers have static websites only. No one seems to blog.

You don’t have many leads in the pipeline, so you want to sell a few blog packages to your existing clients. After all, it’s easier to sell something to existing clients than to look for new prospects, isn’t it?

You write your next e-newsletter about blogging. You highlight the number of blogs in the world. You show a few examples of popular business blogs.

You keep it short as nobody has time to read these days. You add a call-to-action with a 20% discount for blog packages purchased before the end of the month.

You push send and wait for the phone to ring.

You check your stats, and sure, your email gets opened, but why is no one interested? Why is the phone not ringing?

You presented the facts about blogging, but you forgot to connect it to your client's business. How can a blog help them grow their business?

From: <http://www.enchantingmarketing.com/online-writing/>

Example 2: The power of imagination

Imagine you haven't cycled for years

And you really don't know much about bikes.

But you want to get fit again, and biking seems fun.

You go to your local bike store and tell the super-sporty-looking shop assistant you're looking for a bicycle to tour around the area. Leisurely.

He tells you full of enthusiasm a hybrid would be ideal and shows you a few popular models. This one has 24 gears and it has cantilever brakes. That one has a Shimano drivetrain and disc brakes. And here's a model currently on offer – it has an aluminum frame and hydraulic disc brakes.

Huh?

You have no idea what the guy is talking about. He makes you feel stupid. You feel like running home and giving up your plan about getting fit again.

Sounds strange?

It happens all the time on websites.

Websites are full of features, specifications, and technical details. But quite often they forget to tell readers what's in it for them.

From: <http://www.enchantingmarketing.com/features-and-benefits/>

Example 3: Personal experience

The village seemed deserted.

The only shop was closed.

It was Thursday afternoon, half past four. Exhausted from cycling in the heat, we were longing for a shower, a snack, and a cold beer.

We knocked on the door of the village hotel.

Nobody answered.

The door was locked.

Was the hotel closed?

We tried the back door and found it was open. We sneaked in and discovered a key and a piece of paper with Mrs Henneke – room 10 written on it.

We showered and hand washed our clothes; and then waited for somebody to turn up. We had nothing to eat, just tap water to drink, and the wifi wasn't working.

Not a welcome you'd like give your visitors, huh?

But that's exactly what happens on your website, my website, and everyone else's website. We are not around to personally greet each web visitor and guide them in the right direction.

So what can you do to make weary internet travelers feel welcome?

From: <http://www.enchantingmarketing.com/engage-first-time-web-visitors/>

Example 4: Personal experience

What makes blog posts limp and soggy?

A few weeks ago we cycled through beautiful Shropshire. Picture rolling hills, woodlands, and a few old farmhouses. Hardly any traffic.

Just one minor flaw.

We couldn't find a good place to eat (and to cycle 66 miles I need two lunches!).

After 35 miles we stopped at a small village store cum Post Office.

We bought a BLT sandwich. The bread tasted like soggy cardboard. The lettuce was limp. The tomato tasteless. The bacon was okay. At least it tasted salty.

You and I could debate for hours about what makes a good sandwich. The bread? The cheese? Butter or mayo? Lettuce, tomato, or cucumber?

But let's keep it simple: Taking a bite from a tasty sandwich makes you want to eat another bite, and another bite, and another bite, etc. until you're satisfied. That's a delicious sandwich.

From: <http://www.enchantingmarketing.com/how-to-write-scrumptious-blog-posts/>

Module 11. Examples of Mini-Stories

Analysis of example 1: The power of imagination

Imagine you're a web developer.

You have a good client base, but most of your customers have static websites only. No one seems to blog.

You don't have many leads in the pipeline, so you want to sell a few blog packages to your existing clients.

Quick situation sketch

After all, it's easier to sell something to existing clients than to look for new prospects, isn't it?

Reader starts to smell trouble ahead

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You keep it short as nobody has time to read these days. You add a call-to-action with a 20% discount for blog packages purchased before the end of the month.

You push send and wait for the phone to ring.

Activity leading to "squeaky bum time"

You check your stats, and sure, your email gets opened, but why is no one interested? Why is the phone not ringing?

Transition to the lesson

You presented the facts about blogging, but you forgot to connect it to your client's business. How can a blog help them grow their business?

Start of the lesson

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Analysis of example 2: The power of imagination

Imagine you haven't cycled for years.

And you really don't know much about bikes.

Quick situation sketch

But you want to get fit again, and biking seems fun.

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You go to your local bike store and tell the super-sporty-looking shop assistant you're looking for a bicycle to tour around the area. Leisurely.

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Transition to the lesson

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Websites are full of features, specifications, and technical details. But quite often they forget to tell readers what's in it for them.

Start of the lesson

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Example 3: Personal experience

The village seemed deserted.

The only shop was closed.

It was Thursday afternoon, half past four. *Quick situation sketch*

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Transition to the lesson

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Transition to the lesson

A good blog post is exactly the same. The first sentence encourages you to read the second sentence. The second sentence makes you want to read the third. And so on.

Start of the lesson

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