



*Tori Fletcher*

# *this one thing will Change your entire business*

## **CRAFTING CONVERSIONS**

A GUIDE TO WOOING THE HEARTS OF VIEWERS AND TURNING THEM INTO YOUR BUSINESS BESTIES

BRAND & DESIGN  
MENTORING

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BUSINESS  
GUIDE

READ

NOW



TORI FLETCHER

*the no.1 way to convert is through*  
***storytelling.***

Let's face it, the traditional 'Buy me, I'm awesome' routine is as outdated as last season's farmhouse home decor. But fear not, because we're about to sprinkle a little fairy dust on your marketing strategy – it's called storytelling, darling.

In this guide, we're not just talking about any old tales. We're talking about stories that resonate, stories that make your audience stop mid-scroll and say, "Wait, this brand gets me." It's like finding the perfect red lipstick shade (Ruby Woo, trust me) – rare, but oh-so-satisfying.

*Happy reading!*

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# Your Brand, Your Story

## *Know thyself*

Before we start weaving tales that'll have your audience on the edge of their seats, let's strip down to the basics. **Who is your brand?** What makes it unique? Channel your inner detective and unearth the *quirks, the essence, the personality* **that sets your brand apart** in an intensely crowded marketplace.

Remember, **authenticity** is your BFF in this journey. Don't be afraid to embrace the *weird, the wonderful*, and of course, the *downright fabulous* aspects of your brand.

Whether you're an editorial brand designer with a flair for the dramatic or a wedding photographer trying to find your niche, your brand's personality is the *secret sauce* that'll keep your audience coming back for more.

## *Find your Story*

Maybe it's the eco-friendly materials you use, the handmade perfection that goes into every concept you provide, or the bold and unapologetic attitude that defines your creations?

Whatever it is, grab it with both hands and **flaunt it** like your favorite accessory. This isn't the time to be shy; this is your *moment to shine*.



Authenticity isn't about  
fitting in; it's about  
standing out in your own  
fabulous way. So, throw  
on your metaphorical  
sequined jacket, embrace  
your brand's unique  
groove, and get ready to  
set the stage

*on fire*



## Unveiling the Magic

Now that you've got a grip on your **brand's personality**, it's time to work some *storytelling* basics. Think of your brand as a magic concoction of passion, purpose, and a sprinkle of sparkle for good measure. How did it all begin? What challenges did your brand conquer? What dreams are you helping your audience achieve?



*Crafting a compelling origin story can transform your brand*

*Taking it from a mere product or service into a narrative that resonates. Share the '**a-ha**' moments, the challenges overcome, and the triumphs celebrated.*

*Make your audience feel*

*Reveal the **magic of your unique brand** and make your visitors feel like they're stepping into a fairy tale where your company is the enchanting guide on their creative journey.*



# Speak the Language of Your Audience

## *Know thy Ideal Client*

Now, it's time to get into the **minds of your audience**. What keeps them up at night? What dreams are they chasing? What memes make them LOL?

Understanding your **audience's language** is like having the key to their secret garden. Sprinkle your storytelling with references, humor, and a touch of sass that makes them feel like you're not just a brand but a *kindred spirit*.

Imagine yourself as a glamorous mentalist, tuning into the thoughts of your audience. What are their desires, fears, and aspirations? **Understanding your audience is the magic wand** that transforms your storytelling into a spellbinding experience.

## *The Mind Reading Act*

Dive into the depths of your followers' minds and unearth the gems that resonate with them. **What are the trends they can't resist?** What hashtags make them nod in agreement? Once you've cracked this code, your storytelling will hit the right notes every time.







# Thank you!

YOU ARE SO GORGEOUS

*Tori Fletcher*

*Let's be friends!* ▼