

# The Ultimate Selling Story: Cut Through the Marketing Clutter, Forge a Powerful Bond with Your Market, and Set Up the Sale Using the Hero's Journey Story Selling

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CUT THROUGH THE MARKETING CLUTTER

## THE ULTIMATE

FORGE A POWERFUL BOND WITH YOUR MARKET

## SELLING

AND SET UP THE SALE

## STORY

USING THE HERO'S JOURNEY OF STORY SELLING

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"Before I learned to sell with story, I struggled at both sales and marketing. Despite my grandest dreams, I just couldn't get consistent results for myself or clients. I tried nearly every selling trick in the book, with little improvement. Discovering these principles behind effective story selling changed everything. Now my selling messages make me and my clients a small fortune. And I've packaged my most powerful selling story formula here in this book." - Roy Furr Cut Through the Marketing Clutter... Today's prospect is over-marketed and over-promised, with their anti-selling filters turned up to 11. Your first job in any selling situation, in person or through media, is to cut through that clutter and get attention.

Story is the secret. Forge a Powerful Bond With Your Market... Not only does story cut through the clutter, it forms a deep and lasting bond with your market. It's not about mere exchanges of cash. It's about forming a deep and lasting human connection. A connection that both stimulates and transcends business. Story selling is

the quickest way to get your market to know, like, and trust you, a prerequisite for doing business with you. And Set up the Sale in the Clearest, Most Direct Way Possible... Ultimately, our goal is sales and profits. That's why we're in business. And so the right selling story must not only entertain and connect, it must move the prospect toward the sale. Using the Hero's Journey of Story Selling... The Hero's Journey is the universal story formula hidden underneath nearly every great work of fiction. "The Hero's Journey of Story Selling" is Roy Furr's affectionate title for slightly different story formula, The Ultimate Selling Story. This is the single-most effective story template for selling nearly any product, in any media, to any market.