



# The Perfect Storyselling **FORMULA**

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# The Story Behind Storyselling

What do you think is the main reason why some sales funnels work while others don't? Hint: It's not the type of funnel you use, the design, and not even what you're selling...

It's the message you share in the funnel.

The words you write and say are going to determine whether or not your dream customers are going to buy what you're selling...

Not long ago, in 2021 I began to see a huge boom on Instagram. My follower growth went through the roof, my content has begun to reach millions of people, and it was INSANE!

That's why I wanted to give entrepreneurs who followed me and wanted to know how I did it an in-depth look at ALL of the strategies and tactics I used to get there.

And that's why I made my very first high-ticket product called The Instagram Marketing Domination Vault which cost \$997 and was the one-stop solution for growth and sales on Instagram. It was the most valuable thing I ever created.

My goal was to sell at least \$10K worth of these vaults in 4 weeks.

My traffic still wasn't that high for the sales to go higher...

...especially for a high-ticket offer like that. And I worked to reach the goal without ads to prove to everybody it is possible to build an online business with nothing but a phone and a WiFi connection.

That's how I started as a copywriter. I didn't even have a laptop and I had to write the copy using Microsoft Office on my phone so that I could send it to clients.

And I've done it.

But I never had experience with selling something above \$300 at that time. So, I modeled what the best marketers were doing.

And the funny thing is that the greatest didn't use conventional copy to sell those offers. They used something called "storyselling."

If they built a sales funnel where the main sales part was a sales letter, they used a story as the main sales message. If they used a webinar, they told many different stories throughout the webinar.

And on and on...

And that's why I immediately learned more about it and used my story as the main sales tool for the \$997.00 vault.

I read dozens of books, reports, articles, and other material and most importantly I studied the best writers in the world like J.K. Rowling, and copywriters like Gary Halbert to learn how to use storyselling.

And 4 weeks later, I wrote the sales story for the sales funnel. It didn't work at first because it was boring...

But once I fixed it, the funnel finally started to perform. After 3 days I opened the sales dashboard and I made \$997 in revenue.

I was super excited!

Then 4 days later the revenue was \$2,291, then \$6,697, and after 2 weeks it was \$10,967! I couldn't believe my eyes! It was insane!

You just have to get used to communicating your story and structure it the right way, and your products and services will sell like crazy!

And that's why in this e-book, I'm going to give you the most incredible storytelling formula that generated hundreds of millions if not billions of dollars throughout the history of sales funnels...



# The Perfect Storyselling FORMULA



**Backstory**

① Your Desire



**Wall**



**Epiphany**

Journey



**Achievement**



**Conflict**



**Plan**

This storyselling formula will sell your dream customers on the solution that your product or service is providing people with and make them believe YOUR product or service is the **only way** to get it. Let's see how it works...

## **Part #1: Backstory**

Most good stories start with the backstory. For this formula, it means remembering where you were before you had your big “aha”. Go back to that time and place, and remember the circumstances that caused you to start on your hero’s journey.

Usually, this backstory starts at about the same point where your listener is in their life right now.

They desire the same result that you have already achieved. When they see that you were once where they are now, they will have faith that you can take them where they want to go.

## **Part #2: Wall**

The backstory builds rapport with the character, then takes the listener to the moment of frustration that causes our hero to start on their journey.

That wall is the frustration you felt because of the current opportunity you have been using to try to accomplish your desires.

This old opportunity is not working and is the reason you (as well as your listeners) are willing to go on a journey to try something new.

This is what drives the emotion for the listener and sets up the correct circumstances for them to experience the epiphany. Something happened on your journey that has kept you from your desire.

The wall is often a point of frustration, fear, or hopelessness. So be sure to spend time here describing how you felt. This will help to get them into the same state you were in when you had your big epiphany.



## **Part #3: The Epiphany**

So far, the hero has been introduced, we know what the ultimate desire is, and we also know the wall their current opportunity has created that is keeping them from their goal.

This is the point where something happens that shows them the path they need to follow. It could be a person who helps them understand something.

It might be an idea they had while reading, or it could be a breakthrough they discovered while trying to overcome conflict. Something happened that gave them an epiphany, which changed their perception of reality.

Now that you've had this epiphany about what you needed to do, what was the new opportunity it led you to?

The epiphany is the thought or the idea, and the new opportunity is the vehicle you've decided to step into to accomplish that goal.

## **Part #4: The Plan**

Now that you've had the epiphany, and you've learned about the new opportunity, now we talk about the plan you've created to see if this new opportunity will lead you to what you desire the most.

What is the plan, and then what are the steps you took to get to your goals? Inside this plan, you are inevitably going to run into conflict, which is where we start to get the emotion from the story.

Remember, it isn't the desire of the character that causes the emotion; it comes from the conflict they experience while they are trying to reach that goal.



## Part #5: The Conflict

After the hero develops a plan, they move forward on it until something happens, they start to run into conflict. We call this the POINT OF NO RETURN because before this point, they could have easily just walked away from the plan and things would have been okay.

Here something happens where they must either decide to go back to their old life, or burn the boats and keep moving forward. This is where you take the step of faith out into the dark, only to find that there's a light just a little further ahead.

Most people are so scared of executing on an idea—an “aha”, an epiphany—that they never move forward. In spite of all the reasons you may have said no in the past, this time it's different. This is when the desire shifts from a SHOULD to a MUST.

You move from “I should lose weight.” to “I MUST lose weight.” Or “I should start a business.” to “I MUST!” This will sound like a battle cry to your prospects because they, too, have been “should-ing” for too long.

It’s time to finally make the change once and for all. They will see you as someone who successfully took a stand and shifted from SHOULD to MUST.

And you will inspire them to do the same. Describe for them the moment you made the shift, including how it felt inside.

In all good stories, after the hero has moved past the point of no return, things start to fall apart.

They discover the journey isn’t as easy as they had assumed in the beginning. If they had known all the pain they’d have to go through, they might never have started the journey at all.

Describe the major setback and conflict you experienced that made you feel like all was lost. But then...there was a glimmer of light, one last way you could accomplish your goal. You alter your plan and go for one last final push

## **Part #6: The Achievement**

After your final push, something happens. Either you achieve your desires, or you don't. Share the aftermath of what happened so people can see the results that you got from the new opportunity.

**When you use this formula to write a sales story in your funnel and use it as the main sales message for your product or service, it is going to convert like crazy.**

**Don't forget to tie the story into your product or service.**