

TASK FIVE

You did it. You've made it to day 5!

That is awesome and today you get to put everything you've done this week together, and add a call to action - for the DREAM clients you will captivate with your compelling story.

Wait, did you just squirm a little?

Did the words 'call to action' make you want to go and stick your head in a bucket?

What if I changed it to 'natural next step'?



Here's the thing ...

When sharing your story has created the emotional connection you wanted it to, and the person reading it relates to it, and feels seen and heard and understood - you don't want to leave them hanging!

You want to build on that connection you've just created, and let them know you are 'here' for them.

The story has done its job! Now build on that connection by telling them what the next step looks like, if they want to have you help them achieve whatever it is they want to achieve.

So, what is the next step?

Keep it clear and really easy for them to do. Don't make them work hard!

'Get in touch' or 'contact me' means they've got to take the time to think about what to say and compose a message to you ...

How you can make it super easy for them?



- ★ Download my free x here, so you can ... (start crafting stories that resonate)
- ★ Sign up for x here and ... (join 300 like-minded storytellers, creating content that converts)
- ★ Book a call here, so we can ... (take your storytelling skills to the NEXT LEVEL)
- ★ Shoot me a DM with the words 'Tell me more' and I'll send you the info about ... (Storytelling Mastery)

Decide what step you want your dream clients to take now and make it easy for them to take it.

My call to action for this story post will be:

Now, put it all together ... and share it. 

Share it on all your social media platforms. Share it in an email to your list. Share it in a group you're in.

Give people a chance to connect with you, get to know you, see if you're someone they'd like to follow, get to know better, work with!



Now What?

Please follow these instructions carefully ...

GO INTO THE FACEBOOK GROUP AND UNDER THE DAY FIVE TASK VIDEO PLEASE COMMENT WITH:

1

Your entire post ie short story + transition + how it relates to your audience + CTA
(you never know who in the group it will connect with!)


2

THEN share it

You've worked hard to craft a story that will resonate and connect with your dream clients. Make sure you go out and share it with them!

Feel free to tag me in, and use the hashtag **#thebusinessofstorieschallenge**

“ **Storytelling is not just essential in business; it's a superpower!** ”

Thank you so much for taking part in my 5 day challenge and for trusting me to be your Guide. 

Storytelling is one of the most powerful things that connects us as humans and, in an increasingly noisy world, where it's getting harder and harder to stand out from the crowd, sharing real, honest, relatable, compelling stories is what will set you apart.

Like no AI bot can!

I've absolutely loved this week and look forward to continuing this exciting adventure with those of you who want to take your storytelling skills to the next level, with my transformational programme, **Storytelling Mastery**

STORYTELLING MASTERY

The game-changing programme that
now comes with an incredible
12 MONTHS SUPPORT!



Here's the link to Storytelling Mastery

www.thebusinessofstories.com/challengeoffer

If you have any questions, simply email me at
susan@thebusinessofstories.com or book a 15 minute call [here](#)

I've been working with clients since 2016, so I know what you need when it comes to working out how to share stories that will attract more of your DREAM clients.

I also know what your questions are, what will help you, what works and how to make it super simple, so you never feel overwhelmed. And it's all inside **Storytelling Mastery**.

So many clients have told me it's the first programme they've ever stayed fully engaged with ... and completed!

As well as **The Business of Stories - The Course** - which will help you unpack, explore, craft and share your most compelling stories - you also get access to everything you need to easily create content that is 100% aligned with who you are and what you're about AND deeply connects with your absolute dream clients, like...

- ★ **How to Craft A Compelling About Page** That Attracts Ideal Clients
- ★ **How to Gather and Craft Captivating Testimonials** and Get Them Working For You 24/7
- ★ **How to Make Content Creation Easy** and 100% Aligned With Who You Are and What You Do
- ★ **A Simple Story Mapping System** To Capture, Craft and Repurpose Your Stories For Years To Come
- ★ **Story Prompts & Story Starters** So You Never Run Out of Ideas



www.thebusinessofstories.com/challengeoffer

