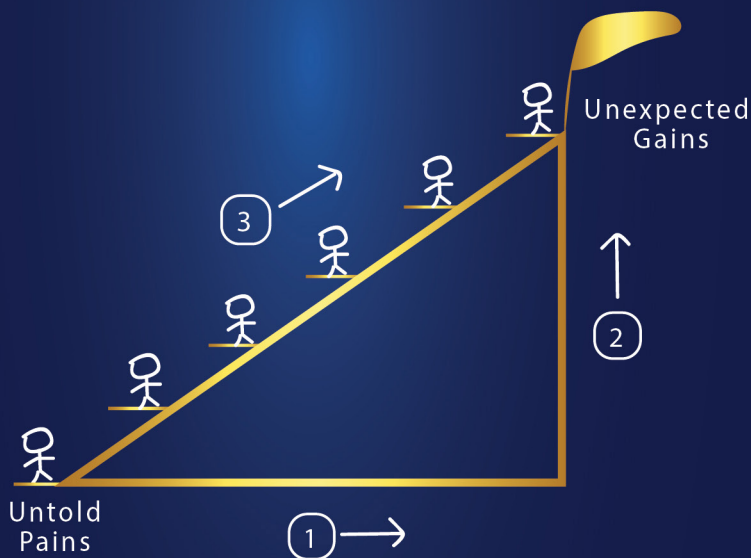


THE STORY TRIANGLE

*How To Become The Greatest Marketer
In The World With One Triangle*



GOPAL KRISHNAN

"Dedicated to every Entrepreneur in the world who is trying to put a dent on this universe with their business"



- Gopal Krishnan, Creator - The Story Triangle

"I have never seen anything simpler than the Story Triangle for Non-Marketers to become Marketing Masters."



- Deepak Kanakaraju, Blog Influencer with more than 250,000 subscribers (www.digitaldeepak.com)

INTRODUCTION

"I have written a great Facebook ad about my program. But I am not getting any response or conversions".

As a Facebook Ads coach for more than 1000 Entrepreneurs, I hear this pretty often from my clients.

99% of them are so good at serving their customers and usually get great results and feedback.

But, when it comes to converting "Cold" Prospects on Facebook into Customers, they fall short.

The problem I see is this: Lack of Prospect Empathy.

See, the same clients who were able to understand their customers so well to get referrals and repeat business aren't able to do it for their Cold prospects.

And, it's not their fault. It's because of what I call as the "Curse of Knowledge."

If you have played the game "Dumb Charades," you know this already.

When you try to act out a film's name that you think is so easy to decipher, the opposite person doesn't have a clue.

The same thing happens when you try to explain your products or services to a Cold prospect.

While you know your product/service so well, your prospect doesn't seem to care a bit.

Prospect Empathy is very different from Customer Empathy, and it has the power to make you very, very wealthy.

And, with this book, my wholehearted promise to you is to give you that power with The Story Triangle.

THE MAGIC OF THE STORY TRIANGLE

When my student Ashraf showed me the results of his 7-Word Facebook Ad, I was stunned.

He did this ad for a client who was into Overseas education. This ad has brought more than 1 crore in revenue in a pretty short time, and it was just 7 words long.

Here's the Facebook Ad in its full glory:



A screenshot of a Facebook advertisement. At the top left is a small logo with the text 'Study in Australia'. To its right, the text 'Australia Education' is displayed in bold, followed by 'Sponsored' and a globe icon. Further right are a thumbs-up icon and three dots. Below this header, the main text of the ad reads: 'Want to study in Australia ?', 'Grab this opportunity and study in AUSTRALIA', and '🇦🇺 without IELTS !'. The central image shows a silhouette of a person holding a globe, with a city skyline at the bottom and various educational icons floating above. The text 'Study In Australia*' and 'Without IELTS' is overlaid on the image. At the bottom, there is a white box containing the text 'STUDY in AUSTRALIA', 'without IELTS - APPLY NOW !', and the website 'studyinaustralia.cc'. To the right of this box is a button that says 'Apply Now'.

Australia Education
Sponsored · 🌐

Want to study in Australia ?
Grab this opportunity and study in AUSTRALIA
🇦🇺 without IELTS !

Study In **Australia***
Without IELTS

STUDY in AUSTRALIA
without IELTS - APPLY NOW !
studyinaustralia.cc

Apply Now

The ad speaks nothing about their product/service and still outperformed every other ad they have tried before.

The reason for the success of this ad is because it showcased Prospect Empathy.

When you are dealing with customers - they already know, like and trust you and it's much easier to take care of them.

But, when it comes to your prospects - they don't know who you are, and they just don't care.

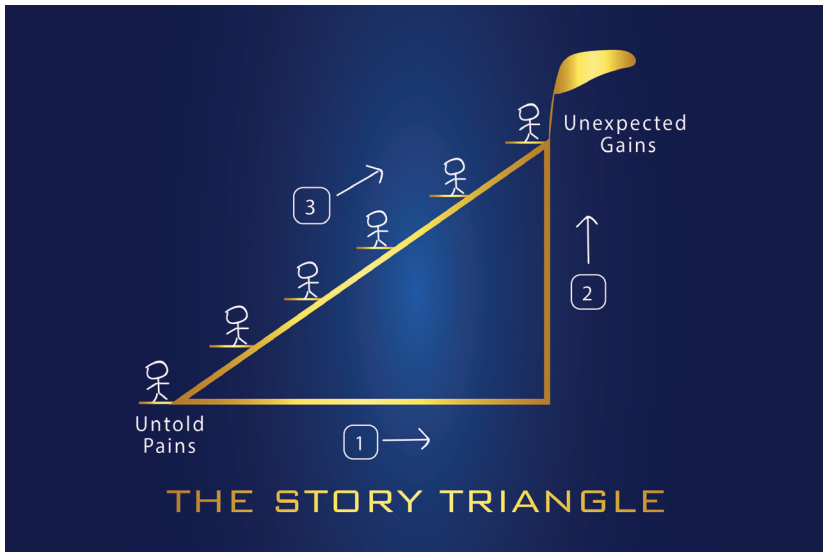
Remember this - Prospects don't care about how good you are until they know how much you care.

And, unlike customers, where you are the only option, here they have an option to choose your competitors over your solution.

Hence, Prospect Empathy is about helping people to take the best decision for themselves by showcasing your "Competitive Superiority."

And, the Story Triangle helps you to establish your Competitive Superiority in the fastest way without reading dozens of marketing books and even if you don't have any prior marketing experience.

Okay, what do you need to do with the Story Triangle to showcase Prospect Empathy and become competitively superior?



The Story Triangle is about telling 3 stories that convert prospects into customers.

- Stories of Untold Pains
- Stories of Unexpected Gains
- Stories of Prospects moving from Untold Pains -> UnExpected Gains

- STORIES OF UNTOLD PAINS

What are the fears and frustrations your prospect is facing right now that's not acknowledged/addressed by your competitors?

- STORIES OF UNEXPECTED GAINS

What are the dreams and desires your prospects are having right now that's not acknowledged/addressed by your competitors?

- STORIES OF PROSPECTS MOVING FROM UNTOLD PAINS
-> UNEXPECTED GAINS

How people have moved from their Untold Pains -> Unexpected Gains differently with your solution compared to your competitors?

Let me quickly explain the 3 stories with the 1-crore Facebook Ad I showed you before.

- Stories of Untold Pains

Ashraf found out through his research that the one overwhelming fear students faced when they want to study in Australia is clearing IELTS (International English Language Testing System)

And, they are frustrated because they are not able to clear IELTS even after repeated attempts.

- Stories of UnExpected Gains

He found out that there were a few top Universities in Australia that allow students without them having to clear IELTS and his client was already having a great relationship with these universities.

- Stories of Untold Pains -> UnExpected Gains

The client had more than 100 case studies of students who were able to get admissions into the top Universities in Australia without having to clear IELTS.

Armed with these 3 stories, Ashraf created the Facebook ad campaign through which he generated thousands of leads for his client, and they were able to generate more than Rs.1 crore in revenue.

It's hard to remove the "Curse of Knowledge" and grow a business fast and Ashraf was able to do it effortlessly with the Story Triangle.

That's how you become the greatest marketer in the world in any industry you choose.

In the next two chapters, we'll cover the steps you need to take and emulate Ashraf.

STEP ONE: CREATE OFFERS WITH UNIQUE VALUE THAT SOLVES YOUR PROSPECT'S PROBLEMS

Let me give you an Offer - Would you like to apply for a credit card right now?

Maybe not. Let's change the Offer now.

Get our "Movie Magic" Credit Card using which you will be able to watch two movies at BookMyShow completely FREE every month. More than 1 lakh ZERO cost movies watched so far. Limited Edition. Apply Now!

Now, you're considering this offer when you were not even interested before. That's the power of a great offer. Here you can see that if we try to sell the solution of a "Platinum credit card" with a lot of features and benefits, no one will listen to us.

But, the moment we create an offer in which we make people understand that we care for the frustration they have in paying for movies every month, we can make them apply even when they don't need a credit card.

Now, your solution is just a part of an Irresistible Offer that solves your prospect's problems.

Let that sink in: Your job as a Story Triangle Marketer is to create offers with unique value instead of trying to sell your solution.

You might be having a question in your mind as to why should not I sell my solution or product as it is so good?

The reason is just this: Your prospects are only looking to solve the urgent problems they're facing in their life right now.

So, if your offer doesn't solve urgent problems, you will not be able to make them buy immediately even though you are solving an important problem.

Remember, Urgent > Important.

All great offers have strong "Withouts" and "Even Ifs"
Let me give you another example to make it more clear.

60 MINUTES ONLINE WORKSHOP FOR ENTREPRENEURS

MILLION RUPEE FACEBOOK ADS IN 4 HOURS

How to Launch a Profitable Facebook Campaign in 4 hours or less and scale it to Million Rupees for any business without Landing pages, Emails or a Website even if You Have Zero Tech Skills

Register Now for Rs.99/-



The strength of your sales will be directly proportional to the strength of your withouts and even ifs.

People buy products or services so that they can do it without their usual Fears and Frustrations and achieve their dreams or desires faster.

The Magical Question to Arrive at your Offer with the strongest Withouts and Even ifs:

What is your prospect doing on a daily/weekly/monthly/quarterly/yearly basis and getting frustrated/stuck because of that?

STEP TWO: TELL STORIES THAT PROVE THE VALUE OF YOUR OFFER AND MAKE PROSPECTS BUY

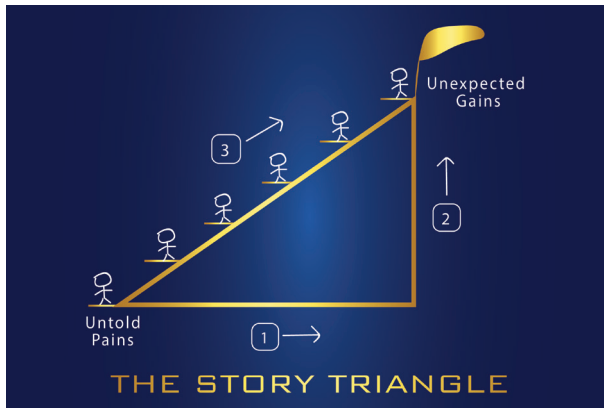
I have seen Entrepreneurs with equal or superior value to their competitors struggling to make people buy.

Value, as such, doesn't generate buyers.

The number of buyers you get and how fast you get them will directly dependent on how well you can make people believe that your offer can solve their urgent problems.

And there's nothing more powerful on Planet Earth to make people believe than "Stories."

And, with the Story Triangle, you know that all you need to do is tell 3 stories.



Let me quickly explain this with a Facebook ad that has generated more than a Million Rupees in revenue.



Gopal Krishnan

Sponsored (demo) · 🌐

Dear Entrepreneur,

Ever wondered why Digital Marketing is so complicated and overwhelming?

Then, I have some good news for you.... [See More](#)



WWW.4HOURFBFUNNEL.COM

[FREE Online Workshop] Why "Digital" Marketers Hate Me?

[Sign Up](#)

👍🥰❤️ 1.1K

442 Comments 162 Shares



Gopal Krishnan

Written by Dinesh Chandrasekar [?] · December 13, 2017 · 🌐

Dear Entrepreneur,

Ever wondered why Digital Marketing is so complicated and overwhelming?

Then, I have some good news for you.

After being a student of 100s of Marketing Masters for the past 10 years, I have created a system that's 99% Marketing, 1% digital.

I call it the "4 hour Facebook Funnel".

And, using this system, any Entrepreneur can launch a profitable Facebook campaign in 4 hours or less without a landing page, website or emails and even if they have zero tech skills.

This system is based on the success of my students like Shibaram Mishra, who was able to convert 13 out of 24 leads into paying customers for his website design company (more than 50% conversions).

Varun Surana, who got a 1000X ROI for his Event Management training company .

The reason majority "Digital" marketers hate me is because the system I have created is getting better and fast results without 'digital' tools.

You can see how the ad immediately captures attention even though it's a bit controversial.

The reason this ad worked is that it hit upon the untold pains of an Entrepreneur who is not a digital marketer.

It talks about how to do it without their "Untold Pains" of creating landing pages, emails or a website.

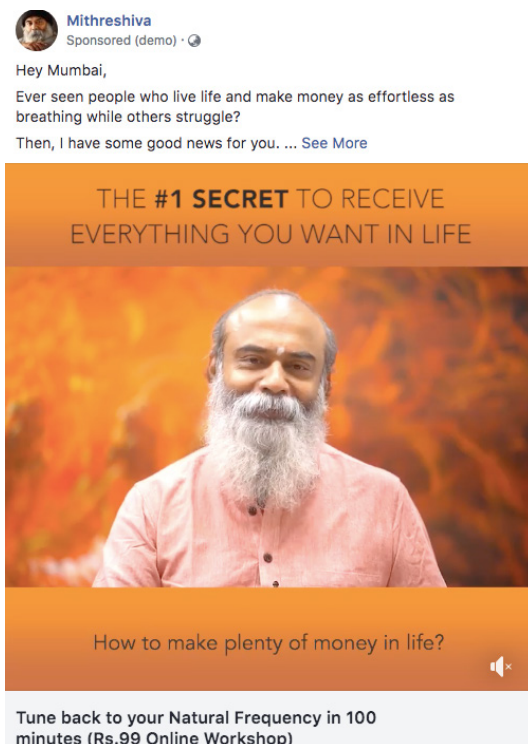
And it gives them the "Unexpected Gains" of the 4-hour

Facebook Funnel using which they can launch a profitable campaign in less than 4 hours.

It is followed by the story of two clients who have moved from Untold Pains -> Unexpected Gains with the Offer.

These 3 stories prove the value of your Offer and make people give their name and email for a webinar.

Here's another ad that uses the power of 3 stories and makes people to directly pay for a Rs.99 Webinar.



A screenshot of a Facebook advertisement. At the top left is a circular profile picture of a man with a white beard and a pink shirt, with the name 'Mithreshiva' next to it. Below the name is the text 'Sponsored (demo)' and a small globe icon. The main text of the ad reads: 'Hey Mumbai, Ever seen people who live life and make money as effortless as breathing while others struggle? Then, I have some good news for you. See More'. Below this text is a large rectangular image. The top half of the image has an orange background with the text 'THE #1 SECRET TO RECEIVE EVERYTHING YOU WANT IN LIFE' in white. The bottom half of the image shows the same man from the profile picture against a background of orange and red flames. Below the image, there is a white bar with the text 'How to make plenty of money in life?' and a small speaker icon. At the very bottom, there is a light blue bar with the text 'Tune back to your Natural Frequency in 100 minutes (Rs.99 Online Workshop)'.

Mithreshiva
Sponsored (demo)

Hey Mumbai,
Ever seen people who live life and make money as effortless as breathing while others struggle?
Then, I have some good news for you. [See More](#)

THE #1 SECRET TO RECEIVE
EVERYTHING YOU WANT IN LIFE

How to make plenty of money in life?

Tune back to your Natural Frequency in 100 minutes (Rs.99 Online Workshop)

The reason these two ads work is because it uses brand new words in the “Unexpected Gains” Story.

The words “4-hour Facebook Funnel” and “Natural Frequency” are what differentiates this ad from every other out there in the industry.

It presents whatever you do as a Brand New Opportunity/Vehicle/Thing that helps you to cut through the noise and appeal to your target audience.

I call this as the “Unique Concept” and this is how you will be able to create your own market instead of competing against everyone else.

The Unique Concept is how you Lead with Prospect Empathy and give them hope that maybe this can be the final solution to the urgent problems they have been facing in life.

The Question to come up with your Unique Concept is:
How can I use metaphors or coin new words that represent the Offer I have created to solve my prospect’s urgent problems?

CONCLUSION

The Story Triangle has helped more than a thousand Entrepreneurs to master the skill of Prospect Empathy and I wish it does the same for you.

Let's convert more prospects into Customers with the Story Triangle.

THE STORY TRIANGLE

GOPAL KRISHNAN