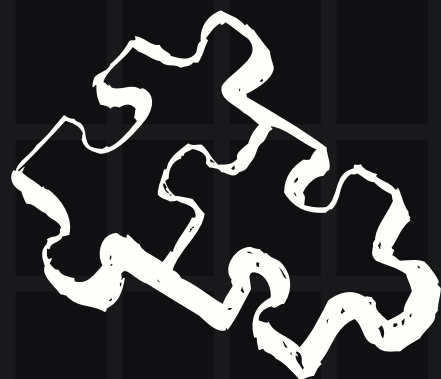


STORYTELLING TECHNIQUES THAT STICK



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People Buy Transformations, Not Products

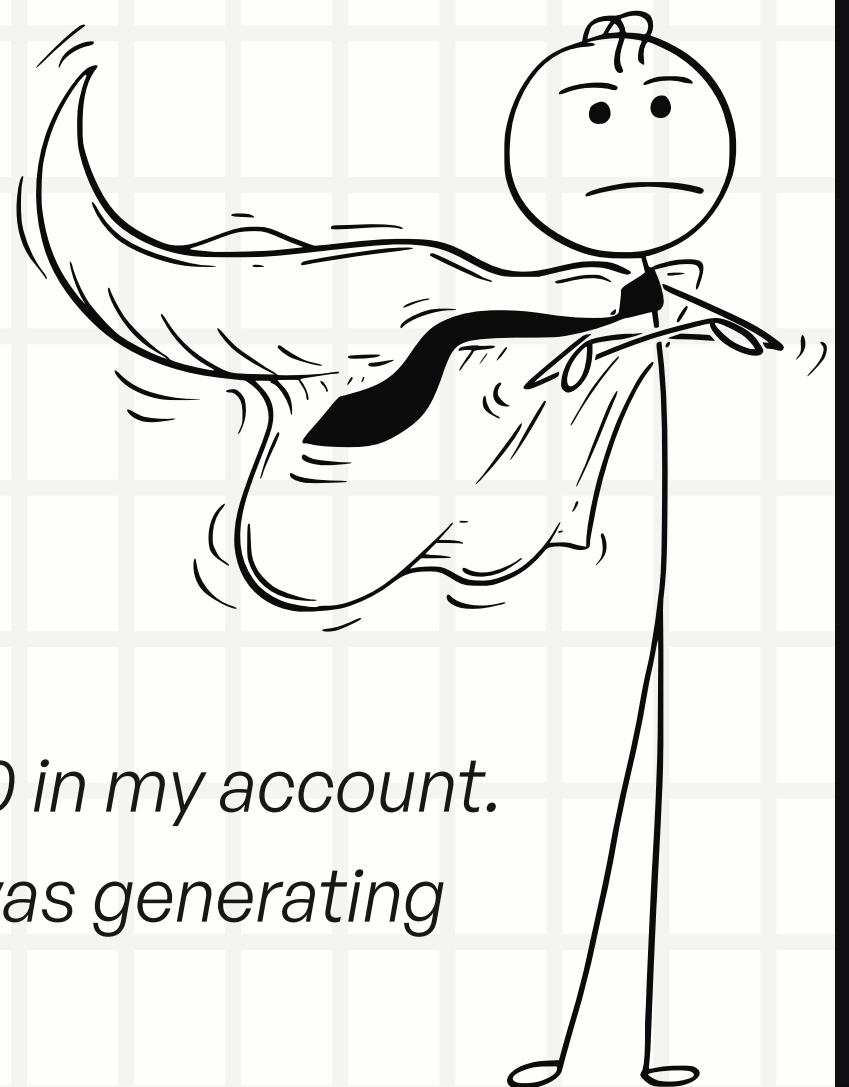
01

The Hero's Journey

Your audience wants to see a struggle, a breakthrough, and a win.

- ✓ Where did you start?
- ✓ What did you battle?
- ✓ Where are you now?

*Example: I quit my job with \$200 in my account.
Two years later? My company was generating
\$2M annually*

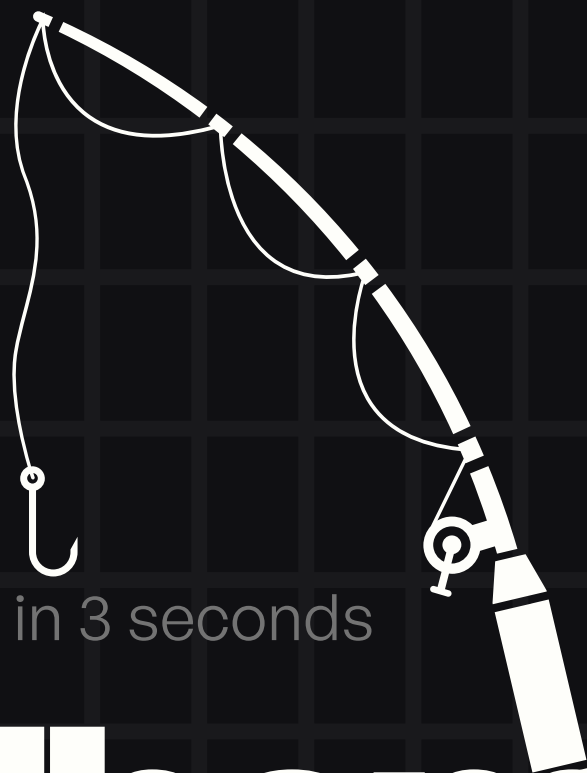


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Make them feel the journey



02



Stop warming up. Hook them in 3 seconds

Drop Them in the Action

People scroll **FAST!**

So, drop them straight into the chaos.

Example: "The client call was a disaster. We lost \$50K in 10 minutes. And it was 100% my fault."

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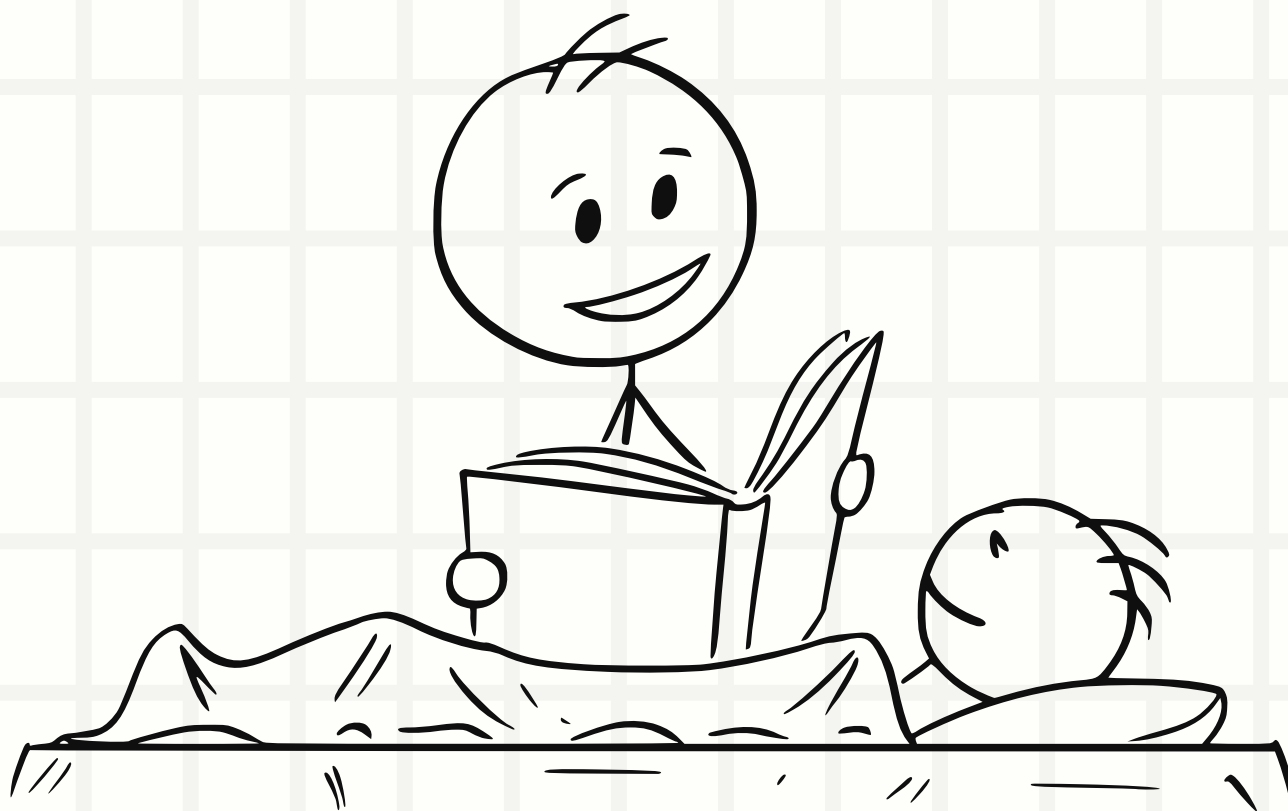
Now rewind and explain



Make the past work for you

Flashbacks

Stories hit harder when people see where you came from.



Example: Five years ago, I was working in a cramped apartment with zero clients. Today, my agency works with Fortune 500s.

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Nostalgia + contrast



Drop the 'brand voice.' Talk like a human

Personal Anecdotes

Real stories build trust.
Be raw, unpolished, & relatable.



Example: "I remember hitting 'publish' on my first LinkedIn post... and getting 0 likes. I almost quit right there."

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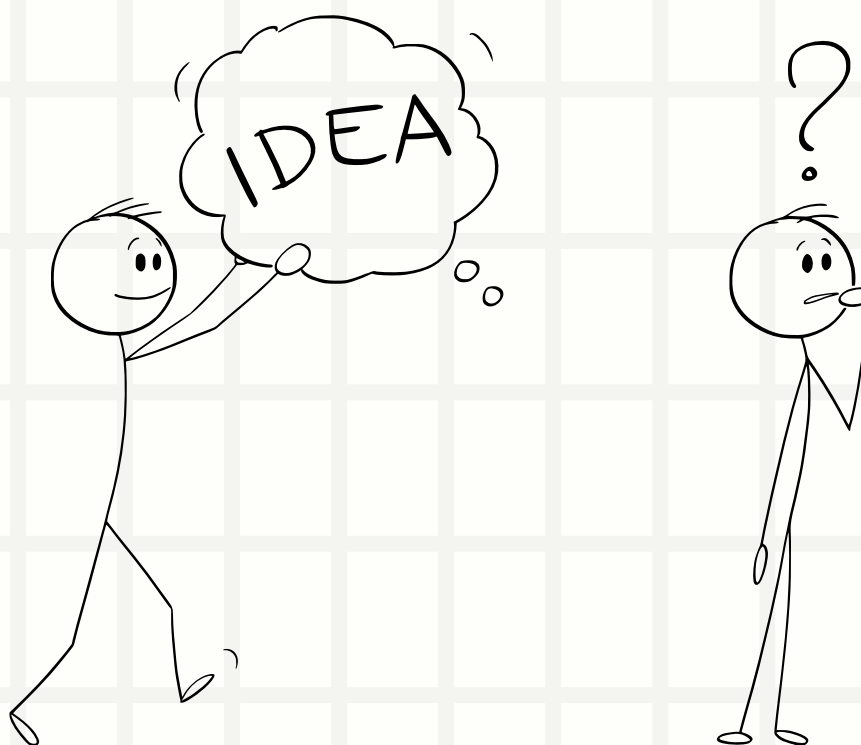
Comes the "What Next"



If they don't get it, they won't buy it

Metaphors & Analogies

Metaphors make complex ideas click instantly.

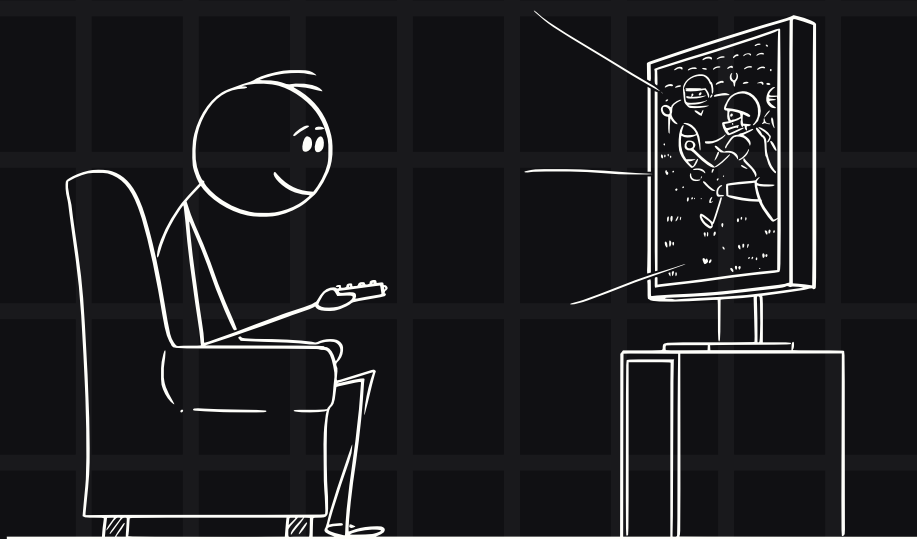


Example: Our CRM? Think of it like a personal assistant for your sales team—tracking everything, following up, and never missing a lead.

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Too simple to ignore





Make them feel like they're there

Setting the Scene

Don't just TELL - paint the picture.

Example: "It was 2 AM. The office was dark, except for my laptop screen. And in that moment, I made the decision that changed everything."

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Details = immersion

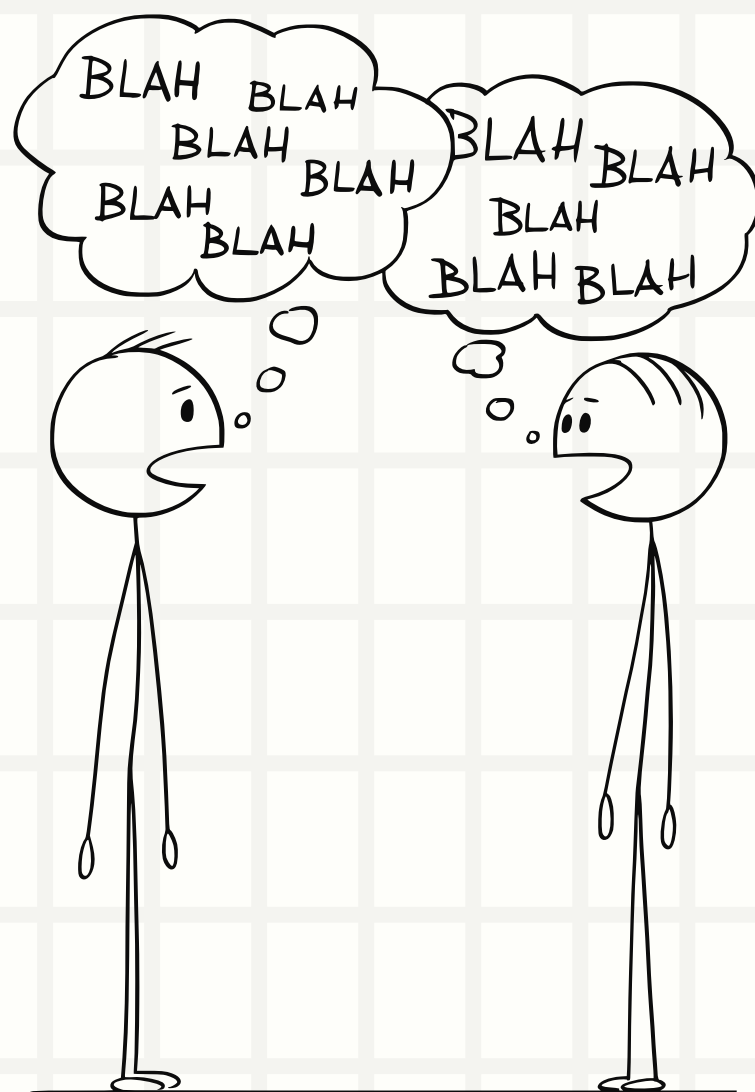


Conversations make stories 10x more powerful

Dialogue

Why?

Because they feel real



Example: "‘Are we really doing this?’ I asked.

‘We have to. No one else is solving this problem.’"

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The instant engagement



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Which one are you already using? Drop a comment! 🙌