



## How I Generated \$7,894 in Sales in Nine Days from a Single Email Campaign about My Personal Story

By my second year in business, I'd burned through more than \$28,000 in savings and racked up nearly \$14,000 in debt.

As first quarter came to a close, all I had to show for that month was \$14 in sales.

\$14 from the sale of two "tripwires" that didn't lead to additional sales.

Even though I'd had at least two other months where I hadn't made any sales, that \$14 was like a smack in the face.

I remember thinking *I can make money. Why can't I make more of it, and more consistently?*

I had tried so many things to fix my financial picture.

- Coaches, training and info products – where was my magic bullet?
- Networking, networking and more networking – a long game in terms of marketing and sales (for me anyway)
- Speaking – with mixed results because I wasn't sharing my story
- Content – OK, I know I'm a writer, but blogging, guest blogging and newsletters are tedious and take a long time
- Interviews – great for building the list, not so great for quick cash
- Joint ventures – big learning curve and I needed money STAT

With two kids under six to help support and a husband reluctantly along for our white knuckle ride, I knew I had to do something drastic and FAST.

I'd just wrapped up my **Tell to Sell Story Creation Course**, a 5-week online course to help small business owners, consultants and coaches tell the personal story behind their business.

I had an idea . . .

I plucked out the most important content from each lesson and broke it down into five separate emails so I could walk my subscribers through my signature system.

At the end, I revealed my story – a real life example of how this system can help you craft a powerful personal story to connect on a deeper level with your audience.



This case study provides an overview of the strategy, execution and results of that single email campaign.

**BONUS:** If you're not telling your story, you can sign up for my free e-course [Find Your Money-Making Story](#) to help you get started.

### **Strategy**

Generate at least 10 sales conversations and enroll or re-engage at least five clients within 30 days by sharing my personal story

### **Tactic**

A sequence of five emails to my list of subscribers (under 700 people at the time) during the first week of Q2

#### ***Email #1 The power of your (hidden) story***

- Introduce The Story Stylist; educate audience on what a signature story is and why they need it
- Seed Tell to Sell Story Creation Course
- Introduce email engagement series

#### ***Email #2 The single most important piece of your story***

- Educate on first step of crafting a client-converting story – identifying a specific audience
- Provide value-rich content that helps solve the problem “what story do I tell?”

#### ***Email #3 How to craft your core business message in one step***

- Educate on the benefits of having a clear message before crafting a story
- Provide exercises that helps solve the problem “what is my message?”

#### ***Email #4 How to find your story in 20 minutes***

- Introduce concept of story timeline to help flesh out pivotal moments that could serve as potential stories
- Provide an exercise that helps identify the best moments from the timeline for the specific audience & message identified in the previous steps
- Help solve the problem “which story is most relevant and compelling to my audience?”

#### ***Email #5 This is personal***

- Recap what readers learned and value gained over the last few days
- Share my story to create deeper connection, rapport and trust
- Invite readers to schedule a complimentary consultation with me

Note: Later on, I added a follow up email – “Are you stuck?” – inviting people who wanted more support to schedule a consult with me.



### **Initial Results**

The final email with my story went out on April 5. Nine business days later:

- Scheduled four sales conversations in first nine business days and closed 100%
- 2 people enrolled in a group monthly marketing consulting program
- 1 person enrolled in a private monthly marketing consulting program
- 1 person enrolled in my [Inside Story](#) program

**Total Revenue in 9 Days: \$7,894**

### **Sustained Results**

- Began paying myself consistently within four months of initially telling my story
- Closed 100% of sales conversations the month I started telling my story in sales conversations
- 2x annual revenues

### **Client Results**

**Want to learn how you can get you results like these by sharing your story?**

**Apply for your 60-minute complimentary consultation and learn how you can package your expertise into a cohesive brand story, marketing strategy and lead-generation system.**

» **START HERE NOW**

PRESS CNTRL+CLICK ON BUTTON ABOVE TO GET STARTED



**Gayle Nowak**  
**Founder & CEO, The Story Stylist**



Gayle Nowak is the founder and CEO of The Story Stylist, a marketing consulting company helping innovative and purposeful business leaders solve big problems and inspire positive change through storytelling and marketing. She specializes in helping small business owners, consultants and CEOs package and promote their expertise into a cohesive story and strategy. As a result, Gayle's clients become powerful spokespersons for their brand, increase revenue and impact more people.

A former journalist and award-winning PR executive, Gayle has profiled everyday people, Olympians and business leaders; she has placed clients on The Oprah Show, in *The New York Times* and other national, regional, industry and local media. She has been featured in *Boston Voyager Magazine* and quoted in the *Boston Herald*, *Tech Cocktail* and ReputationManagement.com, as well as appeared on numerous podcasts.

Today, Gayle helps her clients unlock the story burning inside and supercharge it with a focused and aligned marketing strategy and system so they can increase their impact, revenue and growth – professionally *and* personally.

Gayle lives in Beverly, Massachusetts with her two young daughters, Hazel and Natasha, husband Greg and their cat Veronica. In her free time, she likes to run up and or ski down mountains, crawl in mud under barbed-wire and eat LOTS of dark chocolate.