

The Hero's Journey — How It Can Make Your Sell Sheets Shine

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Hi, it's Gail Mercer-MacKay here, founder of The 6-Figure Freelance Writer and Mercer-MacKay Digital Storytelling. We had a great coaching call a couple of days ago, or yesterday actually. In our community we do coaching calls once a month. People said they really enjoyed it. We really focused on how to use the hero's journey when you create a sell sheet for a customer. So I want to share the tip for you today on how to do that.

It's really interesting, a lot of people didn't even know what a sell sheet was. A sell sheet seems to be a term that is used heavily in the technology industry. But if you think of it as simply a brochure. If you go into a car showroom to buy a car, they give you a brochure. If you go to buy a camper vehicle, they'll give you a brochure. If you go somewhere else to buy some kind of a piece of high end equipment, if you go to buy a condo or something, they'll give you a brochure. That's all a sell sheet is. It's a brochure.

However, people don't like to be sold to, and so a lot of writers are using techniques to move their brochure. There's a lot of companies moving brochures into what they call sell sheets and make those sell sheets more attractive. In our case, we're turning them into infographics, so the sell sheet is becoming an infographic.

The infographic needs to follow the hero's journey, because the hero's journey is the story that takes the reader along a journey and allows them to decide in the end that they want this. This is something they want. This is something that they're going to accomplish.

We walk through the steps of what you would need to include in that infographic to make it a really strong sell sheet, but also to take the reader on the journey so they wouldn't feel they were being sold to, but at the end, they would want to talk to you or contact you about your solution.

It's broken down into a couple of parts. The first part is the headline. You've got to have a high impact headline that talks to the pain, whatever the pain is. Need a new car? Whatever it is, you've got that high impact headline, and then a short little paragraph underneath that has a bit of a description on what that solution, you know, a new Tesla car that's perfect, completely electric and can plug in anywhere and go anywhere. Whatever that descriptor is for that headline.

Then you move them through the actual hero's journey. The hero's journey is a line to, in the case of the example we used yesterday in our coaching call, three benefit statements. So you want, benefit one is it's electric. You never have to buy gas again. Benefit two might be it's affordable. It will fit in your budget because we've got great financing plans. And benefit three might be it comes in any color. It will match your garage and your house and your clothing, and it will be exactly the color you want.

So when you have benefit one, what you want to do is you want to align that benefit with the problem that the client is having. So right underneath that benefit statement you usually have some statistics. You know, if you're seen an infographic they've got lots of statistics. Third party statistics

that talk to why electric is so important and the trends in electric cars today and what's happening with electric cars.

And then, right beside that you paste your probably statement. So your problem statement is what the client is really dealing with. "Gas is costing me so much, I can't afford to drive everywhere. I really need a more affordable solution." So you've got your benefit statement, then you've got your statistic, you've got your problem statement, and then underneath it you have your solution in a very non-salesy way. Many customers are buying Teslas because Tesla are affordable, fast, reliable and mean you never have to buy gas again.

That's the breakdown. You can repeat that as many times as you want but for each benefit statement you need a statistic, which is third party social proof. You need a problem statement and then you need a very soft-sell solution.

So that's the breakdown of a sell sheet as an infographic. I hope that is useful information to you who are watching today. Until next week, I'm Gail Mercer-MacKay. Believe, be brave and go right. Thanks for watching.