Storyselling Framework

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A framework for using customer-centered stories to make email messages more vivid and engaging.

What this guide covers

- Explore story structures for common email goals.
- Develop characters, challenges, and turning points relevant to a message.
- Organize story ideas and learn from audience response.

Who this is for

For email marketers and business owners writing customer communications.

Putting the ideas to use

Draft a story-based email that is accurate, respectful, and clear about the offer or next step.

Book details

Format: Guide. Pages: 29. Words: 3749.

Download availability: After payment, download the complete ZIP package or the included PDF separately.