



The Perfect Formula

How “Deep Research” and Storytelling
can **Rapidly Fuel Your Company’s Sales**

– Stefan Georgi

Hey, my name is Stefan Georgi and here's what we'll cover in the next 90 minutes:



The 6 key research questions that will help you understand your ideal customer like never before...



The four story types that you can use to engage prospects and turn them into customers...



And why better ingredients lead to better stories

Plus...



You'll see how I was able to call Mike Tyson a "fat piece of #*%@%" and get away with it...



I'll share the unexpected link between weight loss supplements and the Salvation Army...



And you'll discover just how easy it is to turn people against their favorite skincare ingredients

All of that and so much more is coming up

But first, who am I and why should you listen to me?

My name is **Stefan Georgi** and in the past 11 years I have...

Sold over **\$1BN** worth
of products (mostly in
nutrition & health)



Become one of
the highest paid
freelancers in the
world...

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SAVING INVESTING EARNING SPENDING BORROWING

EARNING

This freelancer earned over \$1.3 million in 2020: Here are his top tips

Stefan Georgi has made more than \$1 million from copywriting infomercials this year alone.

Published Wed, Dec 2 2020 • 5:14 PM EST • Updated Wed, Dec 2 2020 • 5:50 PM EST



Gil Malinsky
@MALINSKID



acorns

Your spare change can
add up in just 4 months

Start Now



Related

Created the gold-standard methodology for writing sales copy...

The RMBC Method



Founded or co-founded
9 different businesses
that have scaled to 7-9
figures



COPYACCELERATOR



Launched Copy Accelerator

– which is the leading mentorship program helping copywriters and freelancers to write better copy, get paid more, and enjoy more freedom
(we've got 250+ members)



Married the love
of my life



And I have a
beautiful 4-year-
old daughter
named Eden
Rose



So fair to say,
the past 11
years have
been amazing...

...and I'm
incredibly
blessed



And of all this stuff, what I'm best known for is my prowess
as a **direct response copywriter and marketer...**

And I've been lucky to write for people and brands like
**Mike Tyson, Tommy Chong, Tony Horton, Dr. Philip
Goglia, Dr. Claudia Aguirre, Josie Davis, VShred, Golden
Hippo, etc.**

I love direct response...

But what I'll be sharing today is something that **any brand or business can use**...regardless of if you're selling eComm, DR, or something else...

And this will be applicable to all types of copy and marketing too

This presentation is broken up into three parts:



Part I. Really Understanding Your Audience



Part II. Using Stories to Connect with that Audience



Part III. How Better Ingredients Lead to Better Stories

Part I. Really Understanding Your Audience

How would *YOU* describe your target market?

The way most people will answer when asked to describe their target market is with stuff like:

“It’s primarily women aged 50+ with a household income of \$80k and \$150k per year and who are interested in health and wellness who are looking to lose an extra 10-15lbs. They’ve tried traditional diets in the past but never had long-term success.”

Maybe if you're more dialed in, you'll add stuff like:

- The TV shows they watch
- Websites they visit
- Social Media platforms they use
- Their vacation habits
- Political views

Meanwhile, here's how I'll answer the same question:

40 to 65-year-old, primarily female, at least 15 lbs overweight.

Family is important to them, they're also generally thrifty, love shopping at second-hand stores. They want to feel sexy, confident, bold in who they are.

Many of them have tried to lose the weight for decades now. They've had success on diets over the years, but none of them last. They end up "yo-yo'ing" where the weight goes down, then comes back up. They struggle with cravings that can derail their success – especially sugar, which is so addictive, it's like a drug. They emotionally eat to mask the pain of their childhood, their divorce, or other traumatic moments in their life. They're nervous about "diet pills" because of horror stories about those pills making people nauseous, anxious, jittery, etc.

What do you notice?

When I'm doing my research, I am deeply focused on
internal struggles and the psychological state of my
target market

I'm searching to understand the emotional complexion of my market, because **people buy with their hearts first and their minds second.**

In other words, emotion is what sells.

And to really understand who my ideal customer is, there are six specific questions I like to ask:



Who is your customer? (Age, beliefs, gender, etc.)



What are their victories and failures when it comes to trying to solve their #1 pain point?



What does the market like about existing solutions?



What are their hopes and dreams?



What solutions is the market already using? (List out)



What does the market dislike about existing solutions?

Now #1 is kind of basic. It's what most people do.
If I asked most people in this audience this question, they'd give me an answer like in the example I shared previously:

Q1: Who Is Your Customer? (Age, Beliefs, Gender, etc)

“It’s primarily women aged 50+ with a household income of \$80k and \$150k per year and who are interested in health and wellness who are looking to lose an extra 10-15lbs. They’ve tried traditional diets in the past but never had long-term success.”

This is a great start...

But what about their **hopes and dreams, their victories and failures, their likes and dislikes?**

In the world of D2C health supplements...

There are two extremely easy “cheats” for quickly understanding your target market on a deeper level.

Forums and Amazon Reviews

*And we'll talk more about how this applies to B2B
a bit later as well 😊*

Let's start with Forums...

Why Forums?



There are forum threads on **EVERYTHING**
(especially in health)



People are less inhibited and tend to overshare, so you get lots of information



You can take your market's language and reflect it back to them in your copy



You can easily gauge how much a particular idea or theme resonates with your market

So let's look at this in application

Example: Keto Product

Forum: KetogenicForums.com

Q2: What are their hopes and dreams?

Category

Topics

Newbies

9 / month

Whether you are just embarking on your keto journey or doing a refresher course, this is a great place to start.

■ Getting Started ■ Tips from the Oldies ■ Not Losing Weight

Keto Chat







57 / month

Keto chat that doesn't fit into any other specific category

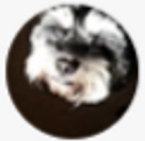
So we clicked on “Getting Started”
and here’s what we see:

Topic		Replies	Views	Activity ▼
  About the Getting Started category				
So you have decided to go keto. Maybe you have done a load of research and have a great plan laid out. Maybe you just want to skip all that and dive straight in today. Getting Started is just that - the basics, nice and ... read more		1	6.9k	Jan '17
Are supplements a must?	    	11	209	4d
The Entire Ketogenic Diet in One Sentence simpleketo	    	218	35.1k	10d
Clogged ears plus ear pressure from Keto	    	21	2.6k	11d
Glucose sparing?	    	45	400	13d
Cannot get fat adapted :(((    	99	1.3k	15d

Pro Tip: Sort by “Replies” when you go into a forum.

Topic		Replies ▾	Views	Activity
The Entire Ketogenic Diet in One Sentence simpleketo		218	35.1k	10d
How many of you watch calories?		209	4.1k	Apr '19
Looking for other beginners to start keto journey		201	10.6k	Mar '19
Started a Ketogenic Diet 14-10-2018		197	3.3k	Dec '18
Start with your Why		192	9.9k	Sep '21
10 weeks and no weight loss! newbies		185	5.6k	Sep '18

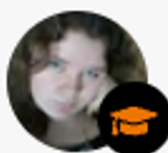
Q2: What are their hopes and dreams?



Chance David

Apr '17

To be a better role model for my children and to start respecting myself a little more.



siobhan  Guest Expert

Apr '17

- To set a good example for my boyfriend and dad
- To learn how to cook delicious, healthy meals for my boyfriend when I'm over
- Over all improve my health including high blood pressure, and prediabetes (both now normal)
- To look good and feel good about myself and be proud of what my body can do
- To be in good health in case I want children in the future
- Extra energy
- Tired of being "the fat girl" in any given situation
- Once I learned that SAD was a big fat lie I saw no reason to eat that way any more. I don't like lies, and there was really no benefit to eating that way
- I like science and reading about what sugar/starch does to your body really just makes me not want to touch it ever again

I've never really had a BIG why, but rather a bunch of little ones.



tifhill Tiffany Hill

Apr '17

- Lose the last 10 I keep yo-yo'ing, even on keto
- Learn how to eat intuitively, as a woman, so that I can stop tracking my food after the weight is lost
- Get on with enjoying life with a fast mind, a healthy gut, and lots of energy

More answers pulled from this forum thread:

“I don’t want to be tired anymore.”

“Tired of being tired all the time.”

“Because I want to enjoy time my children and my children’s children”...

“I’m struggling to play with my kids. I’d like to go hiking with them again. I’d like to walk up and down stairs w/o getting winded. I’d like to live to see grandbabies.”

“I want to be healthy and a smaller, fitter size that what I am right now. I will keep going until it stops coming off (weight) and be happy with that number. Who knows I maybe able to achieve an 8? I don’t know if I was ever an 8.”

“So this weekend I picked out the bathing suit for this year. And I really think I will be able to wear it. Of course it is black. But I wanted to have something to really work towards and I thought with spring upon us I should really make some goals. And that is mine the black Nike bathing suit! We do a lot of boating and camping in the summer and this year will be different!”

“I really want to get in better shape for when my sister visits this summer. She wants to go for a hike in our beautiful Acadia Park. My sister is very fit and I want to show her that I can do this. It may not be so easy for her she is from Florida and runs on flat ground. In Maine there is really nothing flat about the area I live in.”

Those are just from the first page...

But I will take these answers, and literally **copy and paste them into a document**, under the corresponding question.

And as you do this, you'll start to see commonalities like:

- Tired of being tired
- Don't want to end up like their parents
- Not wanting to be a burden or disappointment to their family...
- Conversely, wanting to be an inspiration for loved ones

Don't forget, you can literally take this language and use it in your marketing copy

“I’m struggling to play with my kids. I’d like to go hiking with them again. I’d like to walk up and down stairs w/o getting winded. I’d like to live to see grandbabies.”

Becomes:

“Perhaps you’ve found yourself struggling to play with your kids. You miss doing simple things, like going on hikes with them, and even little tasks like walking up and down stairs are leaving you feeling winded.”

“Tired of being tired all the time.”

Becomes:

“Maybe for you, your biggest reason for wanting to experience healthy weight loss is because you’re tired of being tired all the time.”

Now I want you to understand that this can be applied to all kinds of content...

Your Ads, Website, Email Marketing, Social Media Content, Blogs, Videos, etc.

And I'll show how to do this shortly.

Example: Keto Product
Forum: KetogenicForums.com

Q3: What are their failures and victories?

Progress

2 / month

Not everyone trying to lose weight does so in a straight line.

- Non-Scale Victories
- Fell off the horse
- Stall point
- Public Before and After Shots
- n=1
- Maintenance

Pro Tip: Do failures and victories separately

Failures:

Progress

Not everyone trying to lose weight does so in a straight line.

- Non-Scale Victories
- Fell off the horse
- Stall point
- Public Before and After Shots
- n=1
- Maintenance

Failure: ***“I lost 7 pounds in the first 3 weeks but now have gained it all back.”***

Failure: ***“My husband wanted me to have a beer with him. One turned into two turned into I don’t know how many, then we went to a Thai Restaurant and I had a giant bowl of noodles. My stomach hurt all night, I’m out of ketosis, and I feel like shit.”***

Failure: ***“Stall – a lot of people stall. Lose 7 weeks after the first week but now stalling. “Is there a type of body that keto doesn’t work for?”***

Victories:

Progress

2 / month

Not everyone trying to lose weight does so in a straight line.

■ Non-Scale Victories ■ Fall off the horse ■ Stall point
■ Public Before and After Shots ■ n=1 ■ Maintenance

Progress ▶

Non-Scale Victories ▶

Latest

Top

ADVERTISEMENT



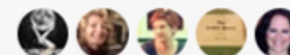
Topic

Replies ▼

Views

Activity

Has keto changed your fashion sense?

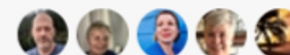


132

2.8k

Jul '19

Reversing fatty liver

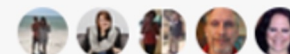


78

4.3k

Nov '18

Concerned call from PCP's nurse



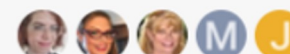
71

4.1k

Jun '19

Am I still insulin resistant? No! (I think)

insulinresistance, diabetes, type2diabetes



57

4.1k

May '19

Victory: ***“The problem I’m having is I still think I need the size I wore when I started. The shirts and pants look too small to me, because of so many years wearing XLS.”***

Victory: ***“I love putting on 2 decade old clothes that fit as well if not better than they did then.”***

Victory: ***“I’m now sporting a Size 12 I haven’t worn since the 90s. next up is a size 10 from the 80s!”***

Victory: ***“I’ve started a pile of “donation” clothes that are too big now. I’m just so happy to be able to shop for regular sizes instead of plus sizes.”***

Some marketing ideas we can get from this research so far:

- Campaign around donating your “old self clothes” to charity
- You could do a whole social media challenge: whoever donates the most clothes wins a prize. You could get great PR from doing that too.

You could do contrarian marketing: ***“Warning, if you follow this advice you may find your budget for new outfits going up, because your old clothes simply don’t fit anymore.”***

Or ***“warning, you’re going to want to pause on shopping for the next 30 days, because otherwise you may find you keep buying outfits that are too baggy.”***

You could tell your prospect: ***“Trust us, no better feeling than walking right past the ‘plus size’ section of the store without even a second glance.”***

More Ideas:

- Content series where a professional stylist helps your audience develop a new fashion after weight loss
- Strategic partnership with Goodwill/Salvation Army that helps needy people and generates amazing PR
- Video series about “how long to wait before buying new clothes after starting with PRODUCT.”
- Trending hashtag: “NewClothesNewMe”

Let's keep going...

Q4. What solutions are the market already using? (List out)

You'll get answers to this question in those same forums

You can, of course, also Google and search eComm sites, etc.

For Nutra specifically though, there are really two things we focus on:

- Competitors' supplements
- Information products

For both of those, we can learn what we need to by going to Amazon...

Then viewing both the **5 Star and 1 Star reviews.**

Example: Gut Support Website: Amazon



Bulletproof Unflavored Innerfuel
Prebiotic Fiber Powder, 13.4 Ounces,...

13.4 Ounce (Pack of 1)

★★★★★ ~ 1,282

\$39⁹⁵ (\$2.98/Ounce)

\$35.96 with Subscribe & Save discount

✓prime FREE One-Day

Get it **Tomorrow, May 18**

Best Seller



Garden of Life Dr Formulated Organic
Fiber Supplement Powder Unflavore...

32 Servings

★★★★★ ~ 5,493

\$15⁹⁴ (\$2.34/Ounce) \$21.99

\$15.14 with Subscribe & Save discount

Extra 40% off when you subscribe

✓prime **Today 10 AM - 3 PM**

FREE delivery today on qualifying
orders over \$25

🌱 Climate Pledge Friendly ~

More Buying Choices

\$14.00 (8 new offers)

Best Seller



Probiotics 60 Billion CFU - Probiotics
for Women, Probiotics for Men and...

30 Count (Pack of 1)

★★★★★ ~ 100,750

Limited time deal

\$16⁹⁵ (\$0.57/Count) \$21.99

\$16.10 with Subscribe & Save discount

✓prime **Today 10 AM - 3 PM**

FREE delivery today on qualifying
orders over \$25

🌱 Climate Pledge Friendly ~

Pro Tip: Focus on products with the most reviews



Bulletproof Unflavored Innerfuel
Prebiotic Fiber Powder, 13.4 Ounces,...

13.4 Ounce (Pack of 1)

★★★★★ ~ 1,282

\$39⁹⁵ (\$2.98/Ounce)

\$35.96 with Subscribe & Save discount

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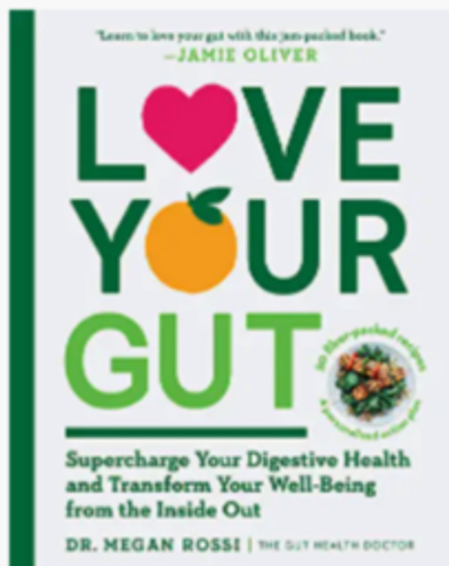
\$16⁹⁵ (\$0.57/Count) ~~\$21.99~~

\$16.10 with Subscribe & Save discount

✓prime **Today 10 AM - 3 PM**

FREE delivery today on qualifying
orders over \$25

🌱 Climate Pledge Friendly ~



Love Your Gut: Supercharge Your Digestive Health and Transform Your...
by [Megan Rossi](#)

★★★★★ ∨ 179

Paperback

\$14⁸⁹ ~~\$19.95~~

✓**prime** FREE One-Day
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More Buying Choices
\$9.04 (76 used & new offers)

Other formats: [Audible Audiobook](#) ,
[Kindle](#) , [Spiral-bound](#) , [Audio CD](#)



Cook for Your Gut Health: Quiet Your Gut, Boost Fiber, and Reduce...
by [America's Test Kitchen](#)

★★★★★ ∨ 357

Paperback

\$18⁴⁹ ~~\$29.99~~

50% off gift wrap service: code
GIFTWRAP50

✓**prime** FREE One-Day
Get it **Tomorrow, May 18**

More Buying Choices
\$11.00 (51 used & new offers)

Great On Kindle: A high quality digital reading experience.

Best Seller



The Mind-Gut Connection: How the Hidden Conversation Within Our Bodi...
by [Emeran Mayer](#)

★★★★★ ∨ 1,878

Kindle

\$0⁰⁰ ✓**prime**

Included with your Prime membership
[Learn More](#)

Available instantly
Or \$10.99 to buy

Other formats: [Paperback](#) , [Audible Audiobook](#) , [Hardcover](#) , [Spiral-bound](#) ,
[Audio CD](#)

Example: Gut Support Supplement

Website: Amazon

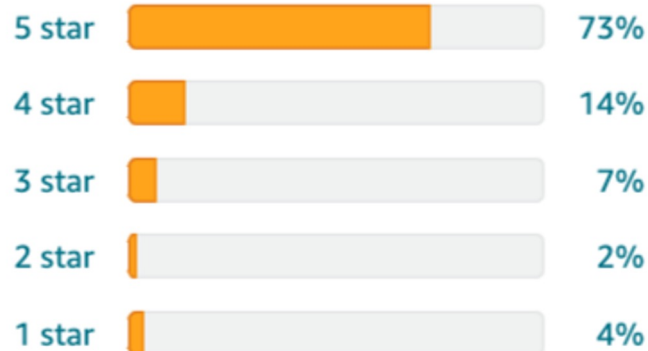
Q5: What does the market like about existing solutions?



Customer reviews

★★★★☆ 4.5 out of 5

100,750 global ratings



▼ How customer reviews and ratings work

By feature

Easy to swallow	★★★★★ 4.7
Ingredient quality	★★★★☆ 4.6
Flavor	★★★★☆ 4.6

▼ See more

Reviews with images



[See all customer images](#)

Read reviews that mention

gut health

highly recommend

digestive system

much better

digestive issues

acid reflux

every day

yeast infections

physicians choice

best probiotic

less bloating

huge difference

Top reviews



Top reviews from the United States

“I’m shocked at how well these worked. I was having some female problems and digestive problems and they helped with both.”

“This product has helped tremendously with GI tract regularity and has helped ease symptoms of UTI.”

“I had been on the lookout for a good probiotic for women to help with urinary tract and yeast infections. Although they did not go away completely I saw some of the symptoms diminish. I am recommending to all my friends and family.”

“I struggle with my PH being thrown off easily/constantly. For about two years I had BV and almost nothing worked to keep it in check. With other probiotics I would have to take double or triple the recommended dosage to have any type of results. With this product just once a day and my body is overall better and I’m glad. No BV and no crazy dosage of products to keep it that way.

Okay, so what does our market seem to like?

In addition to perceived value, a lot of them are using the product for UTIs, BV, yeast infections, and for better regularity.

Why does this matter?

Because, assuming we have research and science showing that the ingredients in our supplement lead to the same types of outcomes...

We'll know to **HIGHLIGHT** these benefits in our marketing and sales copy.

Example: Gut Support Supplement

Website: Amazon

Q6: What does the market dislike about existing solutions?



“This product makes me feel horrible. I have a major headache and am constipated. I’m also very bloated and pain in my side.”

“This product made my symptoms worse. Ever since I started taking this my stomach felt terrible.”

“After receiving it my box looks old then it says refrigerate to keep it from going bad.”

“After taking for 3 days I felt exhausted and walked around in a haze. I stopped taking and after two days felt normal again.”

“After taking a month of this supplement my wife had the complete inverse results: she feel into a digestive crisis. Pain, nausea, vomiting.”

Why do these bad reviews matter?

Because when we go to sell our product, we can highlight how we're aware of horror stories like this and reassure our prospects that they won't have this experience with our supplement.

You'll then use this same process with a few additional supplements and a few different books or guides.

[Back to results](#)

Look inside ↓

"This book redefines what it means to be healthy." —David Pearlmutt,
New York Times bestselling author of Grain Brain and Brain Maker

THE Mind-Gut CONNECTION



How the
Hidden Conversation
Within Our Bodies Impacts Our Mood,
Our Choices, and Our Overall Health

Emeran Mayer, MD

The Mind-Gut Connection: How the Hidden Conversation Within Our Bodies Impacts Our Mood, Our Choices, and Our Overall Health

Kindle Edition

by [Emeran Mayer](#) (Author) | Format: Kindle Edition

★★★★★ 1,878 ratings

#1 Best Seller in Physiological Aspects in Psychology

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Read with Our **Free App**
\$10.99 to buy

Audiobook
1 Credit

Hardcover
\$28.89 ✓prime

34 Used from \$4.93
15 New from \$17.84

Paperback
\$15.99 ✓prime

17 Used from \$9.27
24 New from \$11.28

Cutting-edge neuroscience combines with the latest discoveries on the human microbiome to

Same thing, look at the 5 and 1 Star reviews...

And also note...

You can get answers to questions around **hopes and dreams, along with victories and failures** from Amazon reviews too.

★★★★★ **Really will help you understand the gut enviroment, it's relationship with you and your body and your improve your health!**

Reviewed in the United States on February 20, 2017

Verified Purchase

This has been very informative especially the suggestions to get the kids to eat the healthier food, I have littles so I can't do anything too drastic. The book also explains all the hype in the media lately about eating healthy and microbes. I now understand what a probiotic really does. I like the scientific backups to health connections, the microbes and the gut and brain function. I'm generally a healthy person and until last year didn't have any issues. Then our family had a bout with a nasty stomach flu bug around Easter time and stress, I had some adult onset food allergy attacks with little on no really connections for about 9-12 months and with 3 ER visits and no answers, I was pulling my hair out. My daughter has 6 UTI in like 4-5 months and some not so fun tests that resulted in there shouldn't be any problems with her. I then read this book and I have been slowly implementing the doctors' suggestions into my family's meals. We all feel so much better now. We now talk about microbes and feeding those microbes to get the kids to buy into the healthier food. When we go off track and over indulge on junk/treat food we really can tell and get back to the suggestions. We feel more in control or actually more in sync with our bodies and microbes now. The authors don't advocate any diet trends such as South Beach, Paleo or Vegetarian but do explain how the microbes react and produce chemicals that interact with our body based on what we eat. They also go into details about the brain/gut relationship and how stress impacts the microbes environment and reaction to our stress which in turn impacts our bodies. They don't hype anything and are actually conservative in most claims if the research is limited but promising.

25 people found this helpful

Let's summarize again...

The 6 main research questions to ask:



Who is your customer? (*Age, beliefs, gender, etc.*)



What are their victories and failures when it comes to trying to solve their #1 pain point?



What does the market like about existing solutions?



What are their hopes and dreams?



What solutions is the market already using? (*List out*)



What does the market dislike about existing solutions?

As you're getting answers to these questions, you're just copy and pasting them into your Research Doc

And this is how you get to a deeper level of understanding
who your market is.

Now, remember:

This process works for any niche or category.

- Blood Sugar Support
- Building Muscle
- Energy
- Sleep
- Skin
- Hair
- Nails
- Mood
- Focus
- Memory Support
- Etc.

And it can also work in B2B, too...

Ways to understand your customers
hopes and dreams, victories and failures,
and what they like or dislike about
competitors?

- Forums
- Reviews
- Surveying Your Customers
- Getting on the Phone
- Information Gathering Sessions With
Your Sales Team and Customer
Service

B2B companies, what are some other applications of this process that you can think of?

Overall the process looks like this:

- 1. Ask the right research questions**
- 2. Get answers on forums**
- 3. Go to Amazon or other review sites to identify likes/dislikes of competitor products**
- 4. Use what you learn to communicate with your audience on a deeper level.**

And you can do this with all types of content, from ads to blogs to social media posts etc.

Okay, so now that we really know who our customer is...

We can TALK to them on a deeper level. We can make them feel understood, **like they're looking into a mirror.**

Just applying this to your marketing, copy, and advertising will be HUGE for you...

And you become practically **unstoppable** once you combine it with powerful storytelling.

Part II. How to Use Storytelling to Speak to Your Target Market

4 Essential Story Types:



**Unique Mechanism
Stories**



**Competitor Stories
(Unfavorable)**



Spokesperson Stories



**Hero Ingredient Stories
(Favorable)**

#1. Unique Mechanism Stories

A quick note on Unique Mechanisms:

Unique Mechanism of the Problem

Unique Mechanism of the Solution

Unique Mechanism Story Example #1: Arthrozene

This is the Verzasca river in the Swiss Alps.



As you can see it's flowing with clear, fresh water.

And if you know anything about joints, THIS is how our joints are SUPPOSED to look... with clear, cooling fluid rushing between the gaps that keeps them smooth and hydrated.

Unfortunately, so many people's joints (especially as they get older) look more like THIS.



A dry, cracked and hot "wasteland."

Unique Mechanism Story
Example #2: Pureance
Organic Babchi

Dr. Claudia:

We blush when we have a naughty thought...

Goosebumps warn us when something is wrong...

And we feel our skin crawl when we're afraid.

As a neuroscientist I wanted to understand why...

Yet I never dreamed that studying the mind-body connection...

Would lead me to the skincare breakthrough I'll be sharing today...

***A discovery that can transform the way you
look and feel...***

Rejuvenating dull, sagging skin...

Banishing adult acne...

***Creating deep levels of hydration and
moisturizing***

***All while leaving you with a vibrant, smooth,
toned, and glowing complexion that appears
to grow younger each day.***

What is this breakthrough?

I like to refer to it as “meditation for your skin...”

Because, while it only takes about two minutes per day...

This is really a self-love ritual...

Something that engages multiple senses at once...

Bringing wave-after-wave of relaxation throughout your body...

While calming your irritated, angry, skin.

And just like meditation can train your mind to stay calm...

This ritual can train your skin to stay young...

#2. Spokesperson Stories

Why do we use these?

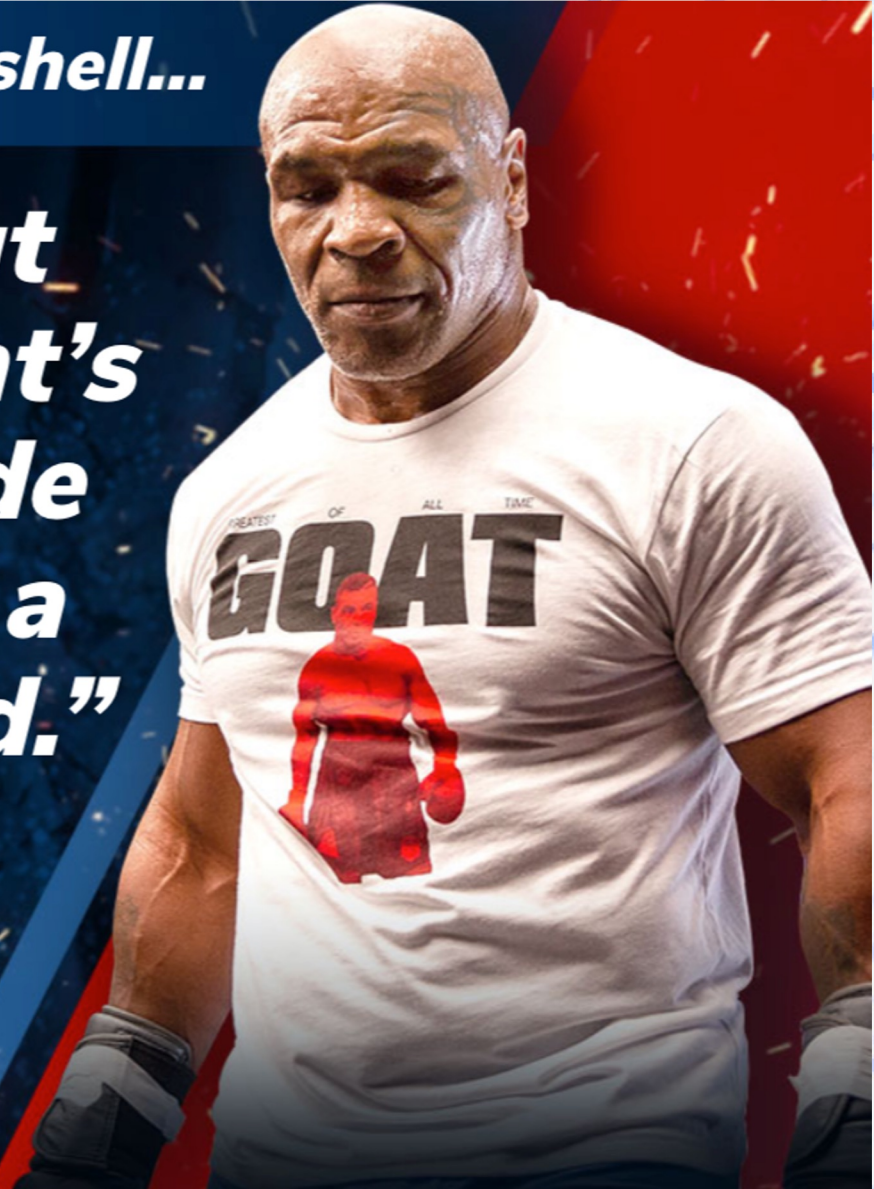
Build connection and rapport with the audience.
Reflect the prospect's struggles and pains back to them. Make them feel less alone.

Spokesperson Story Example #1: IM-21

Mike Tyson confessional bombshell...

***“I Used To Talk About
Ripping My Opponent’s
Heart Out... But Inside
I’ve Always Felt Like a
Fat, Scared, Little Kid.”***

Here’s how the Champ finally reclaimed his manhood, all while dropping 83lbs of “retirement weight” that had been piling onto his gut and leaving him sluggish, exhausted, and knocking at death’s door.



Spokesperson Story
Example #2: Sleep
Supplement

“It feels like I’ve lost you, George.”

I’ll never forget the look on my wife’s face as she turned towards me, holding our daughter in one hand and wiping away tears with the other...

I had just lost my temper at her again...

... A product of yet another long, sleepless night.

I felt so mad, but also hopeless.

I mean this kind of behavior just wasn't like me...

But all of the brutal restless nights and waking up at 2am was turning me into someone I wasn't.

I felt like a helpless passenger in my own life...

Like I was watching some movie of my life, only it wasn't me on the screen but some other foolish character.

... And I just wanted to cry out "Stop! Stop!" but I couldn't.

#3. Competitor Stories (Unfavorable)

Why?

To disrupt the market's thinking on a seemingly “proven” solution to their pain point and then open their mind to a superior option (your product).

Competitor Story Example #1: **Pureance Cellular Hydration** **Serum**

Well to combat all of this, many skincare companies started adding Hyaluronic Acid to their products...

Which sounds like a really good idea...

Except, there's one very startling thing they never told any of us...

And it has to do with where that Hyaluronic Acid comes from.



You see this handsome little rooster right here?

And do you see the top of his head, the red part that kind of looks like a crown?

That's called a "comb"...

And what you probably didn't know...

Is that most "natural" hyaluronic acid in skincare products either comes from rooster combs...

Or, and this is 100% true...

The “natural” HA in your moisturizer is coming from this guy:

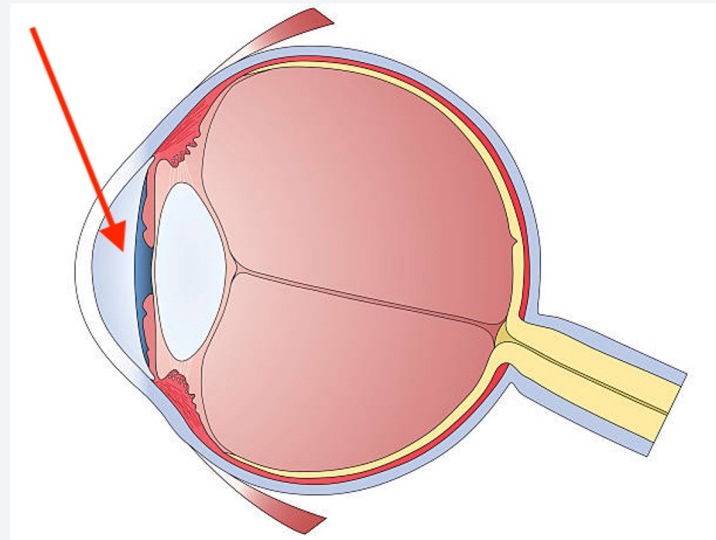


Well, specifically from his eyes...

And to be even more exact...

From the aqueous humors...

Which is a fluid found between the lens and the cornea of the eye



*What the *#*@, right?*

I told you this would be pretty shocking.

Well there is a silver lining here...

Which is that in just a second...

I'll be sharing a natural ingredient that comes from mushrooms, not animals...

*And that has been shown in multiple studies to be an even **MORE** effective moisturizer for the skin than Hyaluronic Acid.*

Competitor Story Example #2: Silver Sparrow CBD

“99% of CBD products on the market are a scam!

Look, honestly I never thought I'd be doing something like this.

But as one of America's first manufacturers in the CBD space, I'm here to tell You the dirty little secret about the industry that nobody's talking about...

And once we found out about this hidden secret, we even threw out half a million dollars worth of our own CBD products that were already made.

It was by complete chance we found out that MIT-researchers recently stumbled upon a new quantum technology that's able to unlock CBD's capabilities to a level we've never seen before..

And this rare “new type of CBD” is now being sought out by corporate executives, world-class athletes, and elite pain-relief specialists.. .

***Giving thousands of men and women across America...
A body that now functions better than they always wished it had...”***

#4. Hero Ingredient Stories (Favorable)

Why?

We tell these stories later into our sales copy.
But we're making our hero ingredient(s)
exciting. We want to make people so curious
and intrigued that they'd go crazy if they
didn't buy our product.

Hero Story Example #1: **Pureance Cellular** **Hydration Serum**

So what is it?

It's official name is Tremella Fuciformis...

But it's also sometimes referred to as snow mushroom...

Because of its snowy like texture and appearance.



Well here's what's so amazing:

While Hyaluronic Acid can hold up to 1,000 times its weight in moisture...

Recent studies have found that the snow mushroom Tremella holds even MORE moisture than HA...

Plus, Tremella's molecules are much smaller than HA's too....

And the reason why molecule size matters...

*Is because Tremella's smaller molecule size
allow this wonder extract to penetrate into the
deeper layers of your skin...*

*Which not only drastically increases your skin's
hydration...*

*But also enables Tremella to do several other
important things too.*

Hero Story Example #2: **Burn from Sculpt Nation**

You might have heard that eating peppers can help you to burn fat or speed up your metabolism before...

And it's actually 100% true – thanks to Capsaicin...

But there's also an important catch too, which I'll share with you in a moment.

But yeah...

In the right conditions and at the right dosages...

Scientists have repeatedly found that the Capsaicin in chili peppers can activate your TRPV1 Receptors ...

Which not only gets your body out of fat HOLDING mode, and into fat BURNING mode...

But it also increases your metabolism too.

So, to review...

4 Essential Story Types:



**Unique Mechanism
Stories**



**Competitor Stories
(Unfavorable)**



Spokesperson Stories



**Hero Ingredient Stories
(Favorable)**

Part III. Why Quality Ingredients Lead to Better Stories

Example: Theacrine vs. TeaCrine

“Theacrine is a purine alkaloid found in Cupuacu and in a Chinese tea known as kucha.”

TeaCrine is a compound containing pure theacrine.

Let's look at Theacrine...



theacrine humans ncbi



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<https://www.ncbi.nlm.nih.gov/articles/PMC4711067>

Safety of TeaCrine®, a non-habituating, naturally-occurring ...

by L Taylor · 2016 · Cited by 50 — **Theacrine** is the primary extract from the cultivated tea plant *Camellia kucha*, and has recently been studied as an ingredient that may have ...

[Background](#) · [Methods](#) · [Results](#) · [Discussion](#)

<https://www.ncbi.nlm.nih.gov/articles/PMC7773691>

Theacrine From *Camellia kucha* and Its Health Beneficial Effects

by YY Sheng · 2020 · Cited by 10 — **Theacrine** is a purine alkaloid found in *Camellia kucha* and it shows diverse health benefits. **Theacrine** upregulates the expression of SIRT3 and ...

[Abstract](#) · [Introduction](#) · [Toxicological Evaluation of...](#) · [Health Beneficial Effects of...](#)

Theacrine is a purine alkaloid found in *Camellia kucha* Hung T. Chang (a wild tea plant species, formerly named as *Camellia assamica* var. *kucha*) ([1](#), [2](#)), and its full name is 1,3,7,9-tetramethyl-1H-purine-2,6,8(3H,7H,9H)-trione, with chemical formula $C_9H_{12}N_4O_3$ and molecular weight 224.22 ([Figure 1](#)). It was recently reported that theacrine was detected in *Camellia sinensis* var. *puanensis* ([3](#)), *Ilex vomitoria* ([4](#)), and *Camellia gymnogyna* ([5](#), [6](#)). The content of theacrine in tender shoots with two leaves and a bud of *C. kucha* (Kucha) was 1.3–3.4% based on dry weight (DW). Pure theacrine could be obtained by separating from Kucha leaf through high-speed counter-current chromatography using eluent solvent system composed of hexane/dichloromethane/methanol/water (1/5/4/2, v/v/v/v) ([7](#)). Theacrine is a specific purine alkaloid in Kucha and no or little theacrine was detected in the leaf of *Camellia sinensis* which is usually used for processing green tea or black tea. Both theacrine and caffeine are detected in leaf of *C. kucha*. Though it is considered that theacrine is biosynthesized from caffeine catalyzed by N-methyltransferase using S-adenosyl-L-methionine (SAM) as methyl donor ([Figure 2](#)), the exact molecular mechanism of theacrine metabolism in Kucha is still unclear ([8–10](#)). A theacrine synthase in *C. kucha* (CkTcS) has been identified recently ([11](#)). The CkTcS possesses novel N9-methyltransferase activity using 1,3,7-trimethyluric acid but not caffeine as a substrate to biosynthesize theacrine, during which the C8 oxidation of caffeine molecule takes place prior to N9-methylation ([8](#)).

ACTIONS

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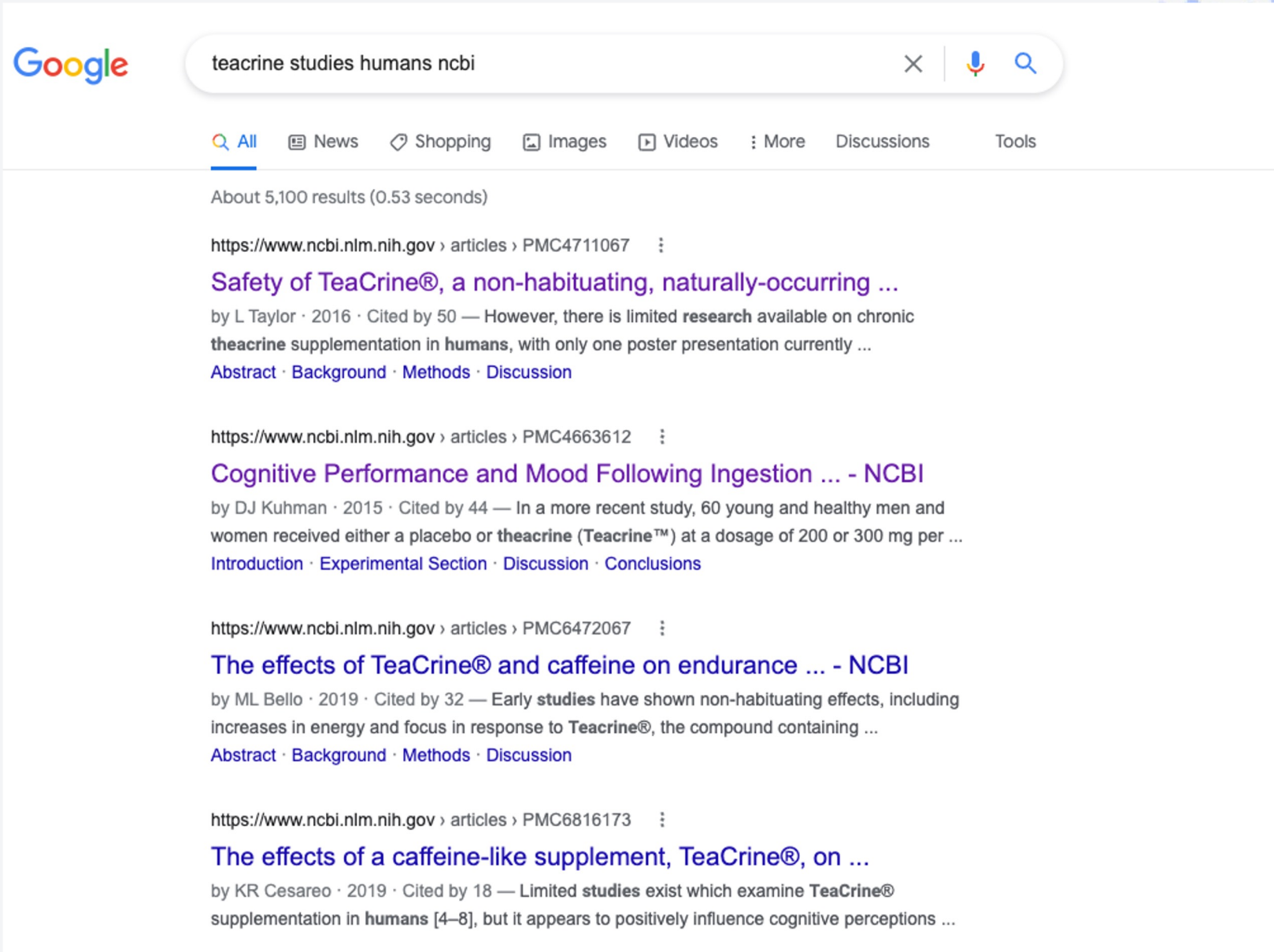


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The story you can tell = ???

Vs...



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<https://www.ncbi.nlm.nih.gov/articles/PMC4711067>

Safety of TeaCrine®, a non-habituating, naturally-occurring ...

by L Taylor · 2016 · Cited by 50 — However, there is limited **research** available on chronic **theacrine** supplementation in **humans**, with only one poster presentation currently ...

[Abstract](#) · [Background](#) · [Methods](#) · [Discussion](#)

<https://www.ncbi.nlm.nih.gov/articles/PMC4663612>

Cognitive Performance and Mood Following Ingestion ... - NCBI

by DJ Kuhman · 2015 · Cited by 44 — In a more recent study, 60 young and healthy men and women received either a placebo or **theacrine** (**Teacrine™**) at a dosage of 200 or 300 mg per ...

[Introduction](#) · [Experimental Section](#) · [Discussion](#) · [Conclusions](#)

<https://www.ncbi.nlm.nih.gov/articles/PMC6472067>

The effects of TeaCrine® and caffeine on endurance ... - NCBI

by ML Bello · 2019 · Cited by 32 — Early **studies** have shown non-habituating effects, including increases in energy and focus in response to **Teacrine®**, the compound containing ...

[Abstract](#) · [Background](#) · [Methods](#) · [Discussion](#)

<https://www.ncbi.nlm.nih.gov/articles/PMC6816173>

The effects of a caffeine-like supplement, TeaCrine®, on ...

by KR Cesareo · 2019 · Cited by 18 — Limited **studies** exist which examine **TeaCrine®** supplementation in **humans** [4–8], but it appears to positively influence cognitive perceptions ...

Research article | [Open Access](#) | [Published: 18 April 2019](#)

The effects of TeaCrine® and caffeine on endurance and cognitive performance during a simulated match in high-level soccer players

[Marissa L. Bello](#), [Alan J. Walker](#), [Bridget A. McFadden](#), [David J. Sanders](#) & [Shawn M. Arent](#) 

[Journal of the International Society of Sports Nutrition](#) **16**, Article number: 20 (2019) | [Cite this article](#)

15k Accesses | **18** Citations | **51** Altmetric | [Metrics](#)

Background

Theacrine (1,3,7,9-tetramethyluric-acid) is a pure alkaloid with a similar structure to caffeine and acts comparably as an adenosine receptor antagonist. Early studies have shown non-habituating effects, including increases in energy and focus in response to Teacrine®, the compound containing pure theacrine. The purpose of this study was to determine and compare the effects of Teacrine® and caffeine on cognitive performance and time-to-exhaustion during a simulated soccer game in high-level male and female athletes.

Methods

Male and female soccer players ($N = 24$; $M_{\text{Age}} = 20.96 \pm 2.05\text{y}$, $M_{\text{MaleVO}_{2\text{max}}} = 55.31 \pm 3.39 \text{ mL/O}_2/\text{kg}$, $M_{\text{FemaleVO}_{2\text{max}}} = 50.97 \pm 3.90 \text{ mL/O}_2/\text{kg}$) completed a 90-min simulated treadmill soccer match over four randomized sessions (TeaCrine®, caffeine, TeaCrine® + caffeine, placebo). Cognitive testing at halftime and end-of-game including simple reaction time (SRT), choice RT (CRT), and cognitive-load RT with distraction questions (COGRT/COGRT_{Wrong}) was performed, with a run time-to-exhaustion (TTE) at 85% $\text{VO}_{2\text{max}}$ following end-of-game cognitive testing. Session times and pre-exercise nutrition were controlled. RM-MANOVAs with univariate follow-ups were conducted and significance was set at $P < 0.05$.

Results

TTE trended towards significance in TeaCrine® and TeaCrine® + caffeine conditions compared to placebo ($P < 0.052$). A condition main effect ($P < 0.05$) occurred with faster CRT in caffeine and TeaCrine® + caffeine compared to placebo. COGRT_{Wrong} showed a significant time main effect, with better accuracy at end-of-game compared to halftime ($P < 0.05$). A time x condition interaction in SRT ($P < 0.05$) showed placebo improved from halftime to end-of-game.

Conclusions

The 27–38% improvements in TTE reflect increased performance capacity that may have important implications for overtime scenarios. These findings suggest TeaCrine® favorably impacts endurance and the combination with caffeine provides greater benefits on cognitive function than either supplement independently.

The story you can tell:

When high level soccer players supplemented with TeaCrine, their performance increased by up to 38%. Imagine what kind of boost you could experience in your everyday life.

Example: Tributyrin vs. CoreBiome Tributyrin



Tributyryn

From Wikipedia, the free encyclopedia

Tributyryn is a [triglyceride](#) naturally present in [butter](#). It is an [ester](#) composed of [butyric acid](#) and [glycerol](#).^[1] Among other things, it is used as an ingredient in making [margarine](#). It is present in butter and can be described as a liquid [fat](#) with an acrid taste.

Tributyryn is also used in microbiological laboratories to identify the bacterium *Moraxella catarrhalis*.^[2]

Tributyryn is a stable and rapidly absorbed [prodrug](#) of butyric acid which enhances antiproliferative effects of [dihydroxycholecalciferol](#) in human colon cancer cells.^[3]

- Powders (patent-pending) for coffees, greens, collagen and more

COREBIOME® TRIBUTYRIN IS THE #1 SELLING POSTBIOTIC SUPPLEMENT IN THE WORLD

CoreBiome® tributyrin is protected by multiple patents-pending, and is the #1 selling tributyrin in the world. It is the only tributyrin with clinically substantiated bioavailability in the colon and an ongoing clinical study pipeline. It's the only tributyrin showing it can boost butyrate-producing bacteria in a POSITIVE feedback loop (patent-pending).

With superior ingredients come superior stories...

Which is one of the reasons I'm so honored to have gotten a chance to present to all of you today.


We talked about understanding your target market on a deeper level by asking **6 major questions.**

Then we talked about how to **tell stories that connect with your market...**

And finally, we talked about how **better ingredients lead to better stories.**

Now, lastly, let's put this into practice with a few of the
companies in attendance

Beekeeper's Naturals



B. Smart Brain Fuel
Royal Jelly, Ginkgo Biloba + Bacopa Monnieri

B. Smart Brain Fuel
Brain Fuel with Royal Jelly
DIETARY SUPPLEMENT - 30mL (0.35 FL OZ)

B. Smart Brain Fuel

★★★★☆ (429)

Power through brain fog and find your flow with these potent, plant-based adaptogens.

(6x10ml)

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Stacey W. Verified Buyer

03/18/22



I was introduced to this

I was introduced to this product through a podcast. I was curious to see if the promised energy/clarity would be true for me. IT IS! I have been doing half of vial daily about a half hour after waking up and noticed an improvement in my energy - no coffee needed.

Rachel D. Verified Buyer



This helps me focus a

This helps me focus a lot better than coffee.

Elizabeth A. Verified Buyer



Alternative to Caffeine

I really do believe this product improves my performance and focus. I prefer this to caffeine now!

“Throw coffee to the bees”

More Content Ideas:

- Video Series or Email Series on how to Kick Coffee Without Going Crazy
- Social Media Slider With “What 3 Cups Per Day of Coffee Does To Your Body”

Liquid I.V.



LIQUID I.V.[®]

Fueling Life's Adventures



Heather L. Verified Buyer

09/11/20



A Nurse's personal dream!

As a nurse in the ICU, I am wearing personal protective equipment all of the time and I have noticed that I am even more dehydrated than previously. With Liquid IV, I am able to keep up my stamina and ensure that I am well hydrated, and the flavors make it ever BETTER! I've shared this product with a lot of my colleagues and they have purchased as well! I will 100% be repurchasing! [Read Less](#)



Aiza Q. Verified Buyer

04/04/20



Lovin it!

I'm a huge fan of liquid IV! I'm an ICU nurse who absolutely needs to stay hydrated. Prior to liquid IV, I forgot to drink enough water... post? Well, let's just say I gulp one bottle down mixed with this good stuff each morning :)



Content Ideas?

- Video series from ICU Nurse teaching about hydration and optimization.
- Campaign around “more ICU nurses choose Liquid I.V. for their hydration than _____.”

Ritual

Ritual



Essential for Women

Postnatal Multivitamin

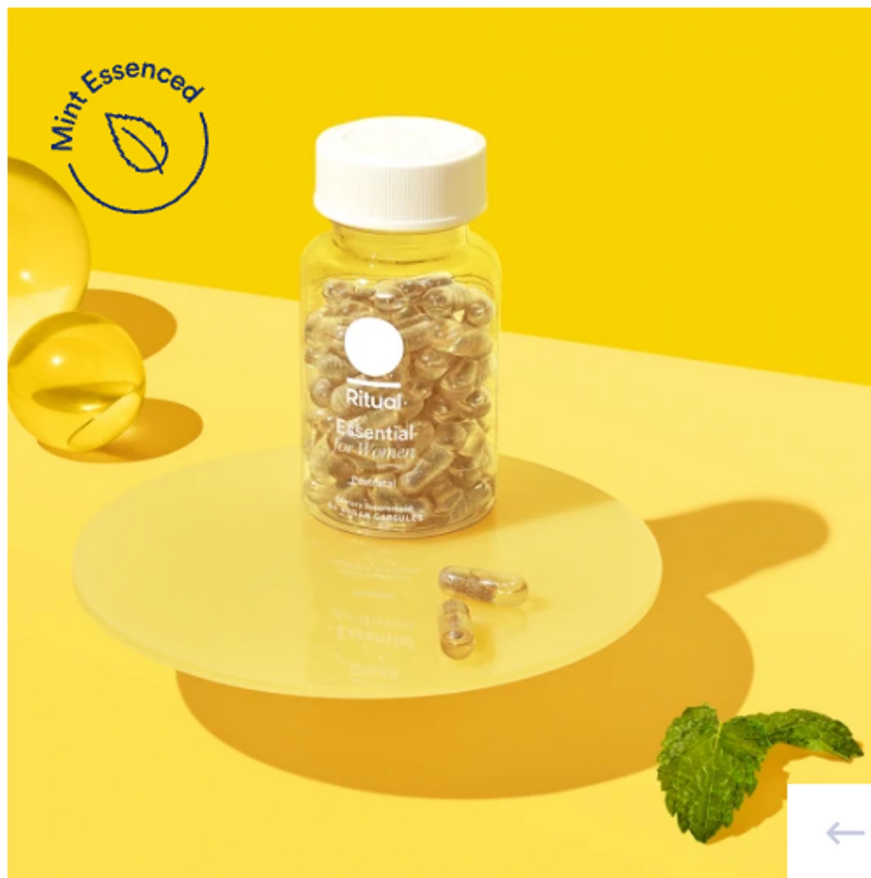
The postnatal formulated for the new nutrient demands on a mother for 6 months postpartum, and throughout lactation.*

Supplement Facts

Add to Cart — \$35

SUBSCRIPTION BENEFITS

- ✓ Free Shipping, Always
- ✓ Money Back Guarantee
- ✓ Easy Cancellation, Anytime



Delayed-Release
Capsule Design



Vegan



Gluten and Major
Allergen Free



Made Traceable™



Non-GMO



No Artificial
Colorants



support brain health.*

Lactation Support

350mg of Omega-3 DHA per serving

Helps support fatty acid content of breast milk in lactating women.*

Higher nutrient requirements during lactation

Formulated with USP-grade Iodine, and nature-identical Biotin and Choline to support women's increased nutrient requirements during lactation.*

15 Traceable Ingredients

Essential Postnatal is Made Traceable™ with a visible supply chain so you know what you're putting in your body. Because not all nutrients are created equal. [View Supplement Facts](#)

Vitamin A

Vitamin A as beta-carotene

Be'er Sheva, Israel



Vitamin D

Vegan-certified D3 from lichen

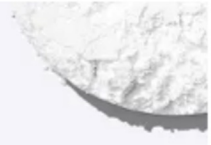
Nottingham, UK



Vitamin C

Vitamin C as ascorbic acid

Dalry, Scotland



Vitamin E

From mixed tocopherols

Buenos Aires, Argentina



Folate

Methylated Folate

Pisticci, Italy



Vitamin B12

Methylated B12

Bridgeport, Connecticut



[See All 15](#)

Notice something missing? We left out Calcium

The *Smart* Capsule

1 DELAYED-RELEASE CAPSULE DESIGN

Our delayed-release capsules are designed to dissolve later, in less sensitive areas of the stomach, so you can take them with or without food.*

2 ESSENCED WITH MINT

Easy to take—a mint tab in every bottle helps keep things fresh.

3 ALL TOGETHER, FEWER PILLS

Our innovative design combines oily and dry ingredients in one capsule. Get nutrients you need in just 2 daily pills.*



Essential Reading

We're committed to evidence-based products and always question the status quo.

8 min read

15 Nutrients to Look for in a Postnatal Multivitamin

6 min read

Prenatal or Postnatal Multivitamin? Here's When to Consider Making the Switch

[See All Articles](#)

Meanwhile, buried at the bottom of the “Who We Are”
page:

Created by a woman who wouldn't settle for less than the truth.



When I was pregnant, I turned my house upside down to get rid of products with ingredients I couldn't get behind. I replaced everything from my cleaning supplies to my deodorant. But, in my search for my ideal prenatal vitamin, I found questionable ingredients. I couldn't find a brand that I trusted, so I decided to build my own.

I founded Ritual with the belief that better health begins with better ingredients. With us, you'll know where ingredients come from and why it's there. Some call it obsess-iveness, we call it traceability.

Welcome to your new daily ritual.

Katerina Schneider
CEO & Founder



Ritual.com



Everyone thought I'd fail and that I couldn't be both a mom and start a company



0:04 / 3:18



Ritual's Story: Why We Reinvented The Multivitamin

194,374 views • Jun 6, 2018



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📌 Pinned by Ritual

Shannon D 3 years ago

Thank you for making these vitamins! ❤️❤️



30



REPLY

▼ [View reply](#)



catcat 3 years ago (edited)

I've suffered from draining fatigue since around the time I hit puberty, and a lot of women in my family also struggle with the same issue. For so long, I was determined to figure out why I was so freaking tired all the time, and after expensive doctors visits and sleep studies with inconclusive results, I just had to accept that I would just have to get through life tired. I got these on an impulse purchase a few months ago because I thought the advertising was pretty, and I was on the market for a vitamin with both D and iron in it (I hate taking multiple pills in one day). I can't begin to tell you how truly thankful I am. THESE VITAMINS HAVE PRACTICALLY CHANGED MY LIFE. I'm not tired anymore, and I get to actually spend my day enjoying it and doing things as opposed to just getting through it and looking forward to my next nap. My outlook on life is so much more positive than it used to be! I don't know what it is, but these are magic pills. It feels like such a crime that a vitamin like this wasn't designed sooner for women. You guys truly deserve a pat on the back for this one. Well done. ❤️❤️❤️❤️❤️❤️

Show less



30



REPLY

▼ [View 3 replies](#)



Mercy PDL 3 years ago

just ordered my first bottle! i absolutely love what your company stands for and i can't wait to try it out!



2



REPLY



TinaMfam 3 years ago

I'm so glad to hear about this. I look at the ratios of Vit D, Magnesium and Calcium and they are so off that is HARMS the body! ugh, i've never once seen a vitamin where the ratios are RIGHT not to mention the synthetic vitamins used. infuriating! I'm going to study deeper into this company!

👍 4 💬 REPLY

▼ [View reply](#)



puppy witch 3 years ago (edited)

this ad is actually really pretty and informative, i'd love to see more creative advertisements like these

👍 19 💬 REPLY



Truly Healthy Me 2 years ago

Thanks so much for going through all the trouble to market your brand as transparent, because it is refreshing to see a supplement brand reveal their nutrition is still fake and artificial, just like all the other artificial supplement brands online. Way to go!

👍 1 💬 REPLY



Mackenzie Onyx 3 years ago

ty for putting all this into a simple video, it rly helps when I'm trying to explain this to others :) getting my second bottle shipped out in 3 days :)

👍 1 💬 REPLY



Ritual

1.3K subscribers

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1:23

We're Partnering With Food Forward to Fight Food Wast...

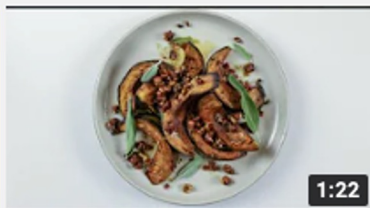
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Make Your Self: Motherhood

415 views • 1 year ago



1:22

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Holiday Recipe: Vegan Creamed Greens

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Holiday Recipe: Garlicky Mashed Cauliflower

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Holiday Recipe: Homemade Cranberry-Orange Relish

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Holiday Recipe: Gluten Free Sweet Potato Casserole

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Post Baby Strength: A Realistic Approach to...

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Idea:

Bring back the **authentic, emotion-driven voice** to your marketing.

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78 Reviews

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ADD TO CART





Marilyn G. Verified Buyer

04/28/22



Pros: Good Value, Good Taste, Effective, Easy To Take, Nutritional

Best Uses: Everyday Use, Men, Women

Describe Yourself: Health Enthusiast

Bottom Line: recommended

Perfect for Mother-in-Law

I actually purchase this for my 97-year old Mother-in-Law. She loves this product because it contains the SuperFoods, and she feels she does not eat enough vegetables. I, myself, cannot take it because I am allergic to multiple ingredients, such as spinach, green pepper, wheat grass and barley grass.

 Share |

Was This Review Helpful?  1  0

How are you guys not getting a documentary film crew
to that 97-year-old Mother-in-Law's house ASAP?

Doing a YouTube video around it? An email campaign?
IG Posts?

So much gold here!!!

If time, more live examples?

Questions?

Website: <https://www.stefanpaulgeorgi.com/>

Instagram: @stefangeorgi

Email: Stefan@stefanpaulgeorgi.com