7 Storytelling Secrets To Becoming Influential And Make More Money In Your Business

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Hello!

My name is Esohe Igbinoba, also known as Queen Esohe.
I work with entrepreneurs who want to turn their stories, experiences and expertise into profitable businesses.

I launched my online business in 2015, and by leveraging the art of influential storytelling, I’ve been able to build a profitable business.

I have also helped other entrepreneurs build and grow their businesses through my unique system: The Influential Storytelling Formula.

Over 150 entrepreneurs in 10 countries have used this system to get results in their lives and business.

I have had countless conversations with hundreds of entrepreneurs who want to become influential and make more money in their business while impacting the lives of people all over the world, however, they seem to lack the “how-to” to achieve their dreams.

Most entrepreneurs don’t know where to start from, so I’ve decided to write this guide to empower you to build the business of your dreams leveraging the power of influential storytelling.
In this guide, I will be sharing with you the 7 secrets that helped me to become influential and make more money in my business.

Before I go into my 7 secrets, I’ll like to define Influential Storytelling and who an Influential Storyteller is.

Influential Storytelling is the process for leveraging the power of storytelling to attract visibility and build an engaged audience so you can massively distribute and monetize your core products and services.

While an Influential Storyteller is a driven and ambitious entrepreneur, aware of all s/he has the capacity to be, committing to living life to the fullest and empowering others to become better versions of themselves by creating and sharing personal stories.

Are you an Influential Storyteller or do you want to be one?

Then, you need to understand and implement the 7 secrets of influential storytelling below.

1. **Become aware of how you see yourself vs how you are being perceived by the marketplace**

Influential storytelling starts with self-awareness. You need to be aware of yourself, your identity and how you see yourself.

You need to have a healthy self-esteem and believe in your own awesomeness.
You also need to have an idea of how you are perceived by people in your industry and also what the target audience you are trying to reach think of you.

This is very important.

If you don’t know what your current brand image is, you may not be able to address it effectively.

Tools to help you develop a great sense of self: Journaling, affirmations, brainstorming questions, etc

Tools to help you know how you are perceived by your market: market research, survey, interviews, polls, asking your social media audience questions, etc

2. Decide how you want to be perceived

Once you decide what your current image is and also have a good understanding of yourself and identity.

The next step will be to decide how you want to be perceived by your market.

Make conscious decisions about the new image you want to have. Commit to becoming this image and projecting it into your marketplace.
3. Be intentional about creating the experiences and events that shape your perception in the marketplace
One of the ways to become this image and project it to your market is to create experiences and events that reinforce this new image.

When you constantly promote this stories, experiences and events to your market, over time they will change their perception of you and start seeing you in your new image.

4. Launch your storytelling platform
Once you successfully change your image and embody it in your daily living, the next thing to do is launch a home-base for your tribe.

I call this home base where you engage and interact with your tribe, your storytelling platform.

This storytelling platform is an online or offline platform where you reinforce your brand image with your stories, messages, experiences and events.

This platform is also where you build your tribe.

Examples of storytelling platforms:
Online platforms: mailing list, facebook group, blog, instagram/facebook/twitter accounts, facebook page, youtube, podcasts, vlogs, WhatsApp, etc

Offline platforms: associations, networking communities, masterminds, client communities. etc
5. **Launch a storytelling campaign**
After launching your storytelling platform, there’s one crucial step a lot of entrepreneurs miss out. This step is responsible for a lot of disappointments, frustrations and low-income problems entrepreneurs face.

After launching your storytelling platform, you shouldn’t go and sleep.

You need to launch a storytelling campaign that helps you to increase brand awareness, visibility, income and influence.

Taking the time to do the work necessary to ensure your campaign is sticky, impactful and highly converting is the difference between broke and balling.

If you want your business to be profitable, you need to learn how to run storytelling campaigns and run one every quarter.

6. **Own your story and build your tribe**
The next step in this influential storytelling formula is to own your story and build your tribe.

It’s great to have a storytelling platform and even run storytelling campaigns.

However, you need to own your story in such a way that people believe the story and are moved to take action.
You also need to own your story so you can confidently share it with the world.

Lastly, you need to own your story so you can attract your tribe. The group of people who love you and your stories and are willing to invest in themselves by buying your products and services.

7. Publish your stories for influence and profit in the marketplace
Beyond owning your story and building your tribe, you need to publish your stories for influence.

Find media platforms where you can share your stories, share your stories on your own storytelling platforms, share them on speaking platforms, create digital products and write books where you can share your stories and monetize it also.

You also need to publish it for profit by leveraging storytelling to sell your core products and services.

Beyond knowing this "how to" steps, you need access to an "action by action" guide to help you implement the Influential Storytelling Formula so you can become influential and make more money in your business.
Esohe Igbinoba is the Founder, The Global Brand Network. GBN is a brand management organization with a focus on teaching entrepreneurs the art of influential storytelling for attracting visibility and building an engaged audience so they can build profitable businesses.

She has helped over 150 people in 10 countries including Nigeria, Ghana, UK, US, Thailand, Switzerland, Cyprus, South Africa, Liberia and Australia use this system to get results in their lives and businesses.

Esohe is passionate about people and a great believer in their potential. Through her work at The Global Brand Network over the past 3 years, she has been able to build a community of over 3,000 influential storytellers.

She now teaches all she has learnt on her journey so far as entrepreneurs willing to leverage influential storytelling to build impactful and profitable businesses. She helps them through her online school, GBN Business School where she offers one on one coaching programs, online courses and training programs.

Want me to help you become influential and make more money in your business? Let’s have a chat about how you can become an influential storyteller.

Send me an email at esohe@queenesohe.com or call me on +2349064909578.
Ready to become an Influential Storyteller?

Join us at The Influential Storytelling Program

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