

Subject: The 100-Word Story That Made a Billions

The 100-Word Micro Story That Launched a BILLION DOLLAR BUSINESS



And How You Can Use This Trick to Sell ANYTHING

Hi NAME

A lot of authors complain about poor earnings.

And no wonder...

The average income for a British author these days is about £7,000 a year – often for hefty 70,000+ word tomes that take huge amounts of skill, time and effort.

But there are ways that even the shortest, most basic story can generate millions of pounds.

And you don't need to be a creative genius to write one.

Take the following, for example.

This is a genuine ONE HUNDRED WORD story that went out in the USA as a letter in the post.

You look out your window, past your gardener, who is busily pruning the lemon, cherry, and fig trees... amidst the splendour of gardenias, hibiscus, and hollyhocks.

The sky is clear blue. The sea is a deeper blue, sparkling with sunlight.

A gentle breeze comes drifting in from the ocean, clean and refreshing, as your maid brings breakfast in bed.

For a moment, you think you have died and gone to heaven.

But this paradise is real. And affordable.

In fact, it costs only half as much to live this dream lifestyle... as it would to stay in your own home!

Simple but evocative, isn't it?

It's hardly *War And Peace*, yet this little story about a beautiful garden started what would ultimately become a BILLION DOLLAR A YEAR business empire – all from the pen of one man!

It was all the work of Bill Bonner – a copywriter and editor who would later go on to train me in the art of written persuasion.

In 1979 he wrote a sales letter for a product he was about to launch, titled *International Living*, a newsletter that showed people cost-effective ways of retiring abroad.

His promotion opened with that compelling image of the paradise garden by the sea.

And it was a massive success.

That one sales promotion lasted for over three decades and sold subscriptions week after week.

It became the foundation of a company called Agora Inc, which at one point was turning over more than ONE BILLION DOLLARS every year.

Which makes that a seriously profitable 100 words!

And this is something you could harness for ANY product or service you create.

Because whatever business you get into, you'll need to sell something through a piece of writing... or you'll need to draw people to your content – for instance attracting website visitors, social media followers and email subscribers.

And this story technique is essential because it works for so many things...

- eCommerce product listings, email promotions, sales promotions and adverts...
- Social media posts, blog posts and email newsletters.
- eBooks, digital courses and manuals.
- Webinars, videos, live presentations....

In fact, ANY piece of written or spoken content can be made more compelling through an emotive, attention-grabbing story.

Here's how you can take this principle and use it yourself without needing copywriting skills....

The 3 Ingredients of a Profitable Story

Let's look again at Bill's story about the paradise garden...

There are three reasons why it grabbed the attention of so many customers...

1. It talks to a very specific kind of customer in a way that appeals to their desires.

His exotic garden scenario isn't trying to appeal to everyone. It's speaking directly to a person who'd love to escape somewhere sunny and beautiful.

Perhaps it's a retired person, or someone reaching the end of their working life who is sick of bad weather, drudgery and worry.

2. It paints a picture.

The story is told in an evocative, descriptive way that forces the reader to imagine their ideal life as a result of purchasing this product.

3. It makes a big promise.

The story finishes with the promise that living in this garden paradise costs HALF of what it would do to live in your current home.

Just those THREE factors are all it takes to grip a stranger and draw them towards your offering.

If you can express them in less than 100 words, like Bill, you could turn any product into a hot seller.

The key is to make an instant connection with your reader's emotions.

This can be done using one of two approaches:

- **Fear/Pain** – this is where you focus on negative experiences that the reader might have had, pain they have suffered, or fears about something that might happen. An example would be a pain-relief product that addresses the reader's experience of joint pain.
- **Desire/Greed** – this is where you focus on positive experiences the reader might have had, or a strong desire for something to happen in the future. An example might be a Buy-to-Let guide that plays on the reader's desire for financial independence.

If it's the first option – fear/pain - then you can use something called...

The PAS Formula

- **Problem** – Identify your reader's emotional trigger point, the deep worry or concern that they might have.

Example: '**Do you suffer from knee pain?**'

- **Agitate** – Stir up those emotions in the reader so you draw them out. Use examples, case studies, analogies, anything to show them that you understand their problem or desire, using concrete terms they recognise.

Example: '**Lucy Smith was 55 when crippling knee pain meant she couldn't get upstairs. She became trapped in her house,**

depressed and unable to look after herself. If you've also experienced knee pain you will know how difficult it is to do everyday tasks, like gardening, driving, playing with the grandchildren or even something as simple as using stairs.'

- Solve – Now here's where you turn those emotions into an action. Suggest how you can help solve the problem, then push them to an action that they need to take to get that help.

Example: 'I've just put together a special report on a revolutionary new therapy that you can try at home. It not only supports your knee but offers gentle electrical therapy to damaged tissues, helping solve the cause of your pain in the long term. You can access it for free today via the link below.'

If it's the second option – Desire/Greed, then you can use what is known as...

The AIDA Formula

With this technique, a piece of compelling copy must:

- Attract Attention – it cuts through the noise and clutter of a person's daily life, all the other headlines, claims, promises, messages and distractions, and makes them pay attention to your message.
- Arouse Interest – it is interesting to the sort of person you want to notice your product or service. Someone who has needs and desires that you can fulfil and who is likely to pay money for it.
- Create Desire – it stimulates deep emotions so that the reader feels an urge to purchase your product.
- Initiate Action – it compels the reader to take action, for instance, reading further, opening the email, or clicking on a link.

To achieve all this, you should follow Bill Bonner's example in his paradise garden story...

First, portray the ideal outcome of using your product, and how their life might look.

Example: 'You look out your window, past your gardener, who is busy pruning the lemon, cherry, and fig trees... amidst the

splendour of gardenias, hibiscus, and hollyhocks. The sky is clear blue. The sea is a deeper blue, sparkling with sunlight. A gentle breeze comes drifting in from the ocean, clean and refreshing, as your maid brings you breakfast in bed.'

Once you have painted that clear picture make a specific promise about what you're offering.

Example: 'I'd like to send you a free copy of a unique report that tells you about the best places in the world for retirement living. In one of the places detailed in this report, gentle sea breezes keep the climate nearly perfect...'

If you want some help, you can use AI to help you.

The ChatGPT Shortcut to Copy Success

First, decide on which of the two approaches you want to take, then feed the formula into Chat GPT (you can cut and paste my description of them into the chat box).

Use this prompt: **"Act as my copywriter. I want to give you the AIDA formula for my sales copy, and then after I will brief you on how I want it applied to my product."**

Now tell Chat GPT: **"I want you to use this formula to create a compelling piece of copy about my product/service which is...."**

You should give Chat GPT details of who your customer is, what their fear/desire is, and how your product helps them fulfil it.

For example: **"a digital planner that helps busy stressed working people plan and prepare healthy gut microbiome-friendly meals after work without too much cost, preparation time or ingredients. It will give them easy steps to follow, recipes, shopping lists and budgeting tools."**

The result you get from ChatGPT won't be perfect, but it will give you the structure and outline to follow.

Remember – try and tell it like a story, addressing the reader as "you" and putting them right in the middle of it, as if you're in their shoes.

You can use this prompt to nudge ChatGPT in the right direction: **"Try and tell this like a story, addressing the reader as "you" and putting them right in the middle of it, as if you're in their shoes."**

Here's what ChatGPT Pro delivered when I tried this:

It's 6:15 PM. You've just walked through the door, your bag slipping from your shoulder as the day's stress weighs heavy on you.

The kids are asking what's for dinner—again—and you have no idea.

Your mind races. Takeout? But that's the third time this week. Something healthy? You didn't have time to plan, and the fridge is an uninspiring mix of odds and ends.

The thought of another hour in the kitchen, juggling recipes, ingredients, and complaints, feels overwhelming.

You glance at the clock. The evening is slipping away, and all you want is a moment to breathe—a moment where dinner isn't a battle, but something easy and enjoyable.

Now, imagine this instead.

You walk in, and your phone buzzes. It's your digital planner, ready with a gut-healthy dinner plan tailored to your family's tastes.

The shopping list was sent earlier, and you already have everything you need.

The recipe is simple, the steps clear.

In 20 minutes, a nourishing, delicious meal is on the table, and everyone's happy—including you.

No stress, no chaos, no guilt. Just good food, less hassle, and more time for the things that matter.

Sounds too good to be true? It's not.

It could do with some editing, sure, but it's not too dissimilar to Bill Bonner's legendary story, is it?

If you are interested in learning more about using AI or persuasion techniques, write in and let me know what it is you most need help with – or what problems or obstacles you are facing.

Best regards

Nick