

AN INTRO TO

CORE STORY

Add More Impact To Every Move You
Make

Empire Research Group

- Chet Holmes International -



A Publication of



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If You Own a Business, You Should Know This

Regardless of what industry you're in or what product or service you sell, more than 95% of your competitors (and probably you as well) are all selling the same way: on price, product or service.

And since it costs twice as much today (in marketing dollars) to get you half the results compared to 15 years ago, maybe it's time to revisit your current marketing initiatives. You can only compete so far on price.

You and everyone you know are bombarded by 5,000+ marketing messages every day. There is a tremendous clutter factor, and it is only accelerating. To put this in perspective, the internet now produces as much information every two years as the rest of human history combined.

The results? Buyers are desensitized, distracted, jaded, and even hostility towards traditional sales and marketing efforts. And surveys indicate that these attitudes are only worsening.



If you sell B2B, your prospect is bombarded even more intensely. There are salespeople trying to sell them everything from insurance to office supplies. So how do you cut through this enormous, thick fog and actually hit your target?

Marketing Is A Science, Not An Art Form

By its nature, an education-based approach to marketing and sales combats just these issues. In fact, these “problems” can be blessings in disguise. This disorienting barrage of overwhelming options ensures that when a company actually distinguishes itself authoritatively from the pack, buyer’s flock to that clarity and expertise.

Using an education-based platform with hard-hitting "WOW" data allows you to capture greater attention while simultaneously establishing yourself as an expert, authority, and educator—at once bringing more prospects in the door and fostering the trust and rapport that are essential for turning those prospects into closed sales.

Hailed as "America's Greatest Sales and Marketing Executive" by billionaire Charlie Munger, our founder, Chet Holmes, was the creator of a revolutionary sales and marketing concept he called the Core Story.



Chet created the Core Story concept as a young man when he was busy breaking sales records everywhere he went. The idea is that by educating your audience using market data instead of simply pitching them the features of your product or service, a Core Story actively targets qualified prospects, speaks to them directly about the benefits of a relationship with you, and generates more engagements with decision makers than you ever dreamed possible.

It's Powerful, And It Works

Here's a brief example of how a Core Story performs when compared to traditional sales and marketing methods. Let's say you are in the market for a new family car and you visit two dealerships:

Dealership A - Traditional Sales Approach...

"This vehicle seats seven and has terrific safety features. It handles beautifully on the road and gets great highway mileage. It looks really sleek and is priced to meet your budget!" **(Note this is all PRODUCT data.)**

Dealership B - Using A Core Story...

"Oh, you have children? Then you're definitely at the right dealership. You know, of course, that auto accidents are the single highest cause of death in children and young adults. You didn't know that? Oh yes, it's crazy that so few people think of safety when purchasing a car, especially considering how poor the safety features of most cars are. It's shocking how many cars are rolling death traps. Actually, if you're interested, I can quickly take you through the 5 most important things you should know about car safety while you're looking to buy a new vehicle." **(Note that this is all MARKET data.)**

So, are you only fixated on price and mileage, or are you more concerned that you and your children might be driving around in a death trap? Let's face it, if we all bought on price alone everyone would be driving an entry-level Hyundai. In short, you must MOVE your audience and you must ENGAGE them with hard-hitting, factual data that appeals to their concerns.

Core Story

How One Client TRIPLED Their Leads With This Brochure



**Pay off
your home
in 3 to 5
years!**

Seriously.

*Why 77% of Australians are
scared for their financial
future and why NOW is
the time to take action!*

Our client brought this brochure and a newfound strategy to their local trade show and got more leads in 1 month than they'd previously captured in an entire quarter!

- Must have a Great Head-Turning Title
- Must have Market Data – not just product data!

Hitting the Global Pains

Australia weathered the Global Financial Crisis fairly well, but faces an uncertain future

- Economic growth **plummeted from 3.6% in 2010 to just .6% in 2012.**
- Since 2010, unemployment has begun to creep up again as job creation has slowed from 38,000 per month to just 6,500 per month.
- **30%** of Australians are desperately playing 'catch-up' every month – they carry a credit card balance but still have to use their card to pay essential bills each month.



And most of us believe we make much better financial decisions than we really do

- **57%** believe they are above average at monitoring their budget, yet only **6%** actually have a written budget and stick to it.

This is leading to a precarious future for many Australians

- **77%** of people are NOT confident their Superfund will provide a decent retirement.
- **50%** of retirees report household incomes less than \$40,000.

- Our research team finds the global pain points in your industry after analyzing trends over the previous 30-100 years.
- They also collect information on what emerging trends are surfacing that should be watched.

Giving Solutions

While these are certainly difficult challenges, they also create some amazing opportunities if you know how to take advantage of them

- There are **7 habits** that will change your entire financial future. They aren't hard or complicated, but they do take a little training and discipline.
- And when applied correctly, these 'secrets' allow you to pay off debt and build wealth simultaneously. Even in today's tough economy.
- There are also **4 factors** that make NOW the perfect time to use real estate to take control of your future.
- The best place to start is with your own home...

Yes, it is possible to pay off your mortgage in only 3 to 5 years

- In most cases, this can be done with your current income, by making only minor changes in how you manage your finances so that your ENTIRE income is working for you.
- This alone can save hundreds of thousands of dollars that you would otherwise be sending to the banks as interest.
- Instead, you can keep that money and use it for your own future, not theirs.



- While everyone else is talking about price, features, and benefits, you're providing insightful, helpful, educational material that sets you apart from everyone else.
- You want you and your team to be experts on the industry, not just your product or service.
- This portion of your Core Story gives specific solutions regarding some of the pains we just discussed.

Positioning Your Company

The Right Partner makes all the difference

- Any real estate agent can sell you a house.
- Any mortgage broker can get you the financing.
- Any insurance broker can insure your property.
- And any financial advisor can give you advice.
- But very few have the capability and expertise to combine all these elements into a harmonious plan that ensures financial security and success.



**Register today
for our free
webinar to learn
how to make this
work for you!**

- A great Core Story will bring your prospects to the logical conclusion that they need to work with you before you even mention your product or service. **Remember the car safety example above? After building incredible value around car safety, the salesperson ended with, *“Oh, and by the way, our cars happen to be the safest in the market by a large margin.”*
- We must also make sure that the next step of your sales process after the education is simple and easy for them to take action and purchase.

Core Story

Example of a Powerful Core Story Ad

**You're out here protecting our security, but
who's standing guard over your retirement?**



**What if you could buy an investment property
like this for **UNDER \$40 PER WEEK?****



**Sceptical? Of course!
But consider these facts...**

- 60% of non-retired couples earn over \$80,000 per year.
- But retirement is a very different situation for many:
 - 25% of retired couples report household incomes less than \$30,000.
 - 50% report less than \$40,000.
- 40% of retirees derive the majority of their income from government sources such as the Age Pension.
- 36% of Australian households feel they usually just break even each month, with little to no discretionary income.
- 77% are not confident their super will fund a decent retirement.

**Looking out for others is part of your job,
but so is looking out for yourself.**

Did you know there are 4 factors that make NOW one of the greatest times in Australian history to use investment real estate to secure your retirement?

**\$40 per week for investment property
sounds incredible, but we've helped
hundreds of eye witnesses do just that.**

Call us and we can show YOU how.

99% of ads are only focused on the company, its product, or its services.

Instead, you need a strategic ad that addresses the pain points of your target market.

If you provide this kind of education and value to prospects, you will dominate your market.



Testimonial from Brant

“My bookings have doubled since this time last year and I’m on track to double my sales from the previous year! Gene is an amazing mentor and I’ve learned more than I ever could have done on my own in 5 months using this educational approach. It really gives me a competitive advantage.”

Brant Greathouse,

Founder www.corporatehousingcoop.com



Brandt's Whitepaper

**How to lower costs,
increase employee
productivity
and
boost your
competitive advantage**



**And how to avoid the
3 *most common mistakes*
with temporary housing**



Notice how they're not talking about the product's different features. Instead, this approach offers an education that is interesting to the prospect. That education then gives the prospect information that is truly valuable and pertinent. It just so happens that this information also leads to the logical conclusion that the prospect should work with said company, and to do so with urgency.



Results from Clients

Shoe Store Chain:

WENT FROM 60 LOCATIONS TO **120** by training their team on their Core Story.

A Home-Building Company...

Completely transformed their marketing and sales process and INCREASED SALES BY **700 MILLION** OVER TWO YEARS

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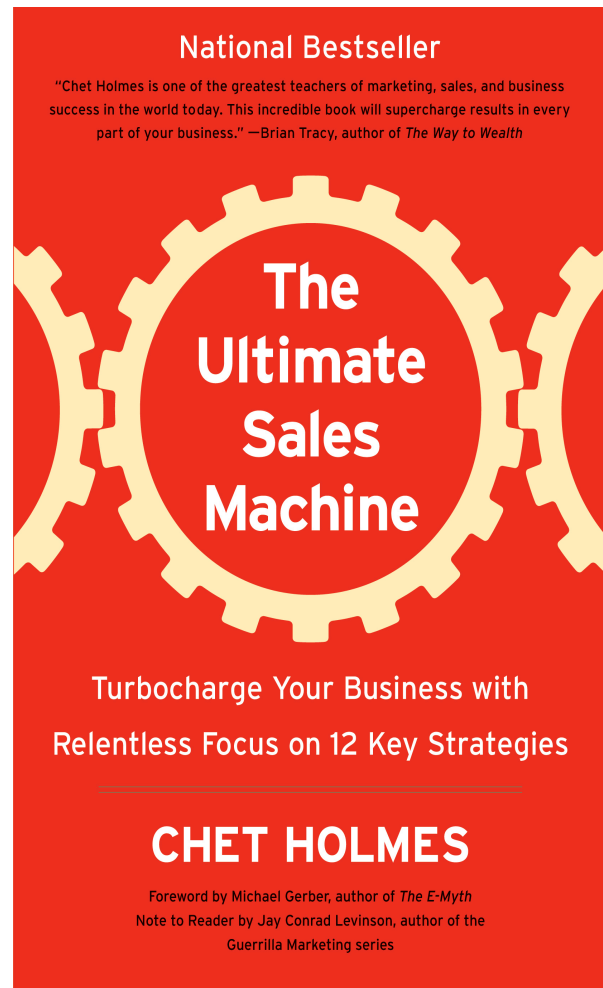
Earthkind sells a non-toxic rat and mice repellent. Their prospects had no idea that **mice are responsible for starting 1.6 MILLION FIRES annually**. That information makes your rodent-prevention a little more urgent, doesn't it? With "Wow" information like this in their Core Story, **Earthkind** went from a monthly income of \$83,000 to \$250,000 in just under a year.

Core Story

A Core Story allows you to: reset prospects' buying criteria in your favor; establish yourself as the trusted authority, credible resource, and subject-matter expert in your field; and position yourself as the logical solution to their challenges—BEFORE you even go for the sale. That way, when it comes time to close, the process occurs smoothly. Often BUYERS closes themselves. Used properly, the Core Story sales model is incredibly efficient at acquiring new clients by ENROLLING them rather than SELLING them. Regardless of what you sell, even if your competitors sell it at a lower price, you can dominate your market with a Core Story.

To be clear, marketing is a science. If you are a CEO or business owner, it's ok to admit you may not know the first thing about strategic marketing. The fact is, most CEOs don't. We know this because they tell us thousands of times weekly when they respond to our marketing initiatives. Most of them don't have this information before they engage with us. The good news is that right now your competitors probably don't either, and as 6th Century author Sun Tzu says in his book 'The Art of War': "He will win who, prepared himself, waits to take the enemy unprepared."

LET US BUILD YOUR ULTIMATE SALES AND MARKETING RESOURCE.



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Three Options for Your Core Story

1. Core Story Package

The final product of this approach is an extensive Core Story document. Think of it as a blueprint from which entirely revolutionized, strategic, cohesive, emotionally-charged, and highly effective sales and marketing systems and tools can be created and implemented. This resource also includes 40-60 pages of raw research, and three demonstrative deliverables. Additional deliverables will then be available a la carte

2. Core Story Presentation Package

This option includes everything detailed above; however, upon completion the Core Story document is then professionally input into a fully-designed, expertly organized, and engagingly written PowerPoint presentation. That is, there is an extra deliverable of 50-70 visually arresting PowerPoint slides that present your whole Core Story with graphics and images.

3. The White Paper Package

With a White Paper, the first few steps are the same as the Core Story Package. However, instead of the holistic approach inherent in a full Core Story, only one specific area will be selected for in-depth research. From this research a 2-3 page White Paper is created with expert design and graphics. Roughly 20 pages of raw research.

Step 1 Intake Call



STEP 1 Intake Call: (1-2hrs) Your intake meeting involves your entire Core Story team. We determine your Unique Strategic Position (USP), identify your Best Buyers, and discuss the available directions and focuses for your Story.

This step and the following step are completed in the same manner for all three Core Story options.

Step 2 Foundation Doc



STEP 2 Foundation Document: Following your intake, a Foundation Document will be completed. This is a comprehensive outline of the proposed strategy and structure of your Core Story. It outlines:

- A. Your target audience for your Core Story
- B. Title examples
- C. Global pains (trends over time) in the target market
- D. Target pains (more specific, and highly motivational audience pain points)
- E. Solutions for your target audience (artfully resetting the target audience's buying criteria to conveniently coincide with your USP).
- F. Highlights and benefits of doing business with you.

*Note that the foundation doc serves as a guide, but the ultimate strategy of the project may change in light of information discovered during the research phase.

Step 3 Research



STEP 3 Research: To be clear, this is not a simple google search.

Our researchers have access to subscription-based archives, journals, and other databases that are not widely available to the casual public; more importantly, our researchers are familiar with these resources and are thus able to navigate the vast seas of useless information to find what will be most valuable and appropriate for your needs.

Furthermore, our researchers are professionals with Masters in Library and Information Science. This is **CRITICAL** for the protection of your reputation and credibility: Professional research training is imperative for understanding how to avoid those faulty sources that could undermine your entire marketing campaign.

*Note there is no guarantee of what information actually exists. Also, sometimes the most apposite information does come from a widely available source.

Step 4 Writing



STEP 4 Writing and Graphics: For the sake of clarity this step has been described as separate from the research phase. In reality, however, your project manager will be intimately involved in reviewing and directing research as it is gathered and discovered. Very often, upon review, new avenues for research are discovered or further research is requested in order to mine the most pertinent and powerful information available.

As this process occurs, it is the job of the writer to take what is essentially a mound of incomprehensible data and make meaning out of it—that is, organize all the data in such a way that it will wow, fascinate, shock, interest, and ultimately motivate your prospects to engage with your business further, or buy outright. This is a surprisingly difficult undertaking and requires a rare kind of insight that is only sharpened by extensive experience.

After writing is completed, the final product is then sent to you for feedback and any adjustments are made. For a Core Story Presentation, work on the PowerPoint presentation and graphics then begin.

Core Story

The Core Story

Document Package

The Core Story Document package is a holistic look at your company, your buyers, and your market. It is a central source from which all manner of tools and materials will spring.

In it's earliest forms, the Core Story process was offered only as a Core Story Presentation—a core story in PowerPoint format. With the innovations of the past decade, however, it is often desirable to break such a PowerPoint into more bite-sized chunks. The difficulty is that the organization behind a PowerPoint does not always lend itself easily to such a pick-and-choose approach.

The Core Story Document package contains all the most valuable and powerful parts of the core story approach, but rather than take the form of a sometimes unwieldy presentation, all the strategy and information of a Core Story is organized into a document from which dissemination can occur much more intuitively.

For those who desire to institute a powerful Core Story approach, but will not be using a long-form PowerPoint presentation approach, this is the ideal package. Specific deliverables include.

1. Full foundation document and strategy contained therein.
2. The Core Story Document
3. An Abridged Research Document
4. 40-60 pages of raw research

After the creation of the Core Story Document, additional deliverables are available on an a la carte basis.



Core Story

Core Story Presentation Package

Should you desire to utilize your Core Story in a long-form presentation format the Core Story Presentation might be the best route for you. Along with everything from the Core Story Document Package described above, the Presentation package includes a full 40-60 slide PowerPoint Presentation:

- Expertly designed
- Organized for maximum motivational effect
- Incisively written
- And accompanied by visually arresting images, graphs, charts, and graphics

Again, additional deliverables are available a la carte.

IMPORTANT: Remember this final presentation is not merely a presentation, but can be used as a guide for the writing of sales scripts, dream 100 letters, blogs, press releases, and more. It is part of your ultimate sales and marketing strategy master plan. It is rare that you would show a full core story to your prospects. If a sale can be made in ten minutes with a mini Core Story brochure, that is obviously preferable.

Furthermore, this presentation can often function as an invaluable training tool for bringing new hires up to speed not only on your product or service, but also on your clients and the market itself.



Choice of Deliverables

As mentioned, your Core Story is a fount from which you should draw the basis of all marketing and sales materials. It is not simply a sales script. If it were, it would be of far less valuable for your company. Should you desire to tap into our expertise in using your Core Story to create such materials, we offer the following a la carte services

****All prices are determined on a case by case basis as company needs vary wildly****

- Sales Scripts
- Dream 100 Letters
- Email Drip Campaigns
- Bulk Tweets
- Bulk Facebook Updates
- Blog Postings
- E-zine Articles
- Press Releases
- Video Scripts
- Newsletters
- LinkedIn Postings
- Website Copy
- Infographics
- Brochures
- Etc.

White Paper Package

The process of creating a white paper is the same as for a full Core Story for the first two steps. The intake call is done and a full foundation document is created. This document details everything that would be investigated for a full Core Story. At this point the two processes diverge. For a White Paper package, only one of the many avenues detailed in the foundation document is chosen for research.

After this abridged research is conducted and then approved by the Project Manager, it is crafted into a highly specialized 2-3 page white paper for a product that is perfect for plug-and-play in your company. These are particularly useful for website copy, opt-in click bait, and email campaigns.

1. You receive a powerful foundation document that expertly details an over-arching strategy for future research and implementation.
2. Roughly 20-30 pages of raw market research, with a condensed research document.
3. And a powerfully engaging 2-3 page white paper complete with design, graphics, and images for the strongest possible impact.

History of the Core Story

Initially Chet only targeted the largest companies in the world, offering to build them this revolutionary sales and marketing tool he called the Core Story. Chet charged \$80,000 for his first Core Story sale.

Chet priced his services as follows:

-\$20K to develop the strategy of the Core Story.

-\$20K to do the research

-\$20K for the analysis of the data.

-And finally \$20K to put together a line-by-line, word-by-word, panel-by-panel presentation of the finished product

After that initial Core Story, demand drove Chet's Core Story fee up as high as \$360,000 for a single client.

Due to advances in research and design tools, we're proud to be able to offer this revolutionary tool...

FOR...

a Fraction of that



What once cost \$80K, and just last year cost \$30K, we now offer for just:

15,000— Core Story Presentation

9,995— Core Story Document

5,900— White Paper

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The most expensive of the three options now costs LESS than it used to cost just to compile the research.

CONTACT US FOR

Your Core Story



Contact LauraCollman@chetholmes.com to get your Core Story contract so we can schedule your Intake call as soon as possible!

*There may be a delay in start time due to high volumes at this time.

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