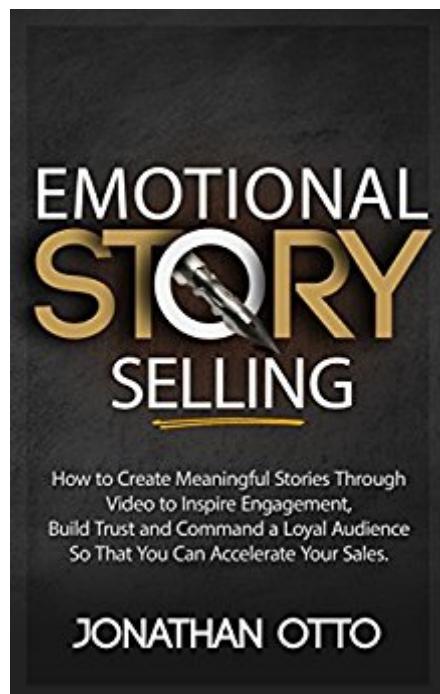


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# Emotional Story Selling: How To Create Meaningful Stories Through Video To Inspire Engagement, Build Trust And Command A Loyal Audience So That You Can Accelerate Your Sales.



## Synopsis

Emotional Story Selling is a powerful tool for individuals to learn the inside secrets behind multi-million dollar campaigns that have utilized the power of story to capture attention and accelerate sales. Jonathan Otto shares his personal experiences in directing, writing and producing a broad host of multi-million dollar online marketing campaigns in which he has told emotionally gripping stories related to a wide spectrum of products and services. He unlocks the strategies in a formula that can be followed by anyone to replicate the exact emotional triggers that lead to high sales conversions. Emotional Story Selling is a rich journey, delving into the intricacies of human experience, which will trigger a paradigm shift and give you the exact tools you need to succeed in selling any product or service today, whether online or in a traditional format.

## Book Information

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