



THE CORE STORY FORMULA

I USED TO **100 X RETURNS** MY VERY FIRST
AD CAMPAIGN

NO HYPE. NO FEAR. NO SCARCITY.

People ignore over 2,000 marketing messages every single day.

Which means your ads have to stand out, they have to be exceptional.

How do you create exceptional ads?

“Stor-ify” them.

My very first ad, I had no idea what I was doing as an advertiser. Later I came to realize that was the “unfair advantage.”

People don't like advertising!

But they love a great story!

Why else would they flock to the same movie over and over again... or huddle around the water cooler at work to recount the weekend's events?

Story is in our DNA. We are **HARDWIRED** to share, connect and learn through story.

So if you are **NOT** using story in your marketing, you are leaving **A LOT** of money on the table.

By adding a simple story to the copy on my first ad campaign, my clients and I were able to transform **\$575.42 into \$67,500...** more than 100 x the ROI on a single ad in just a few short weeks.

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We were shocked when the \$10,000 sales were rolling in over the weekend from countries like Dubai, United Kingdom, and India.

We knew we were on to something so we kept at it for years!

Now, I'm not at liberty to share all my clients' ads as examples for you to "swipe and copy."

However, I will give you the "formula" I used to capture the hearts of thousands of people globally, and make high ticket sales with no enrollment calls in over 30 countries.

Coming from a performance poetry and English major background...

I used what I learned from the timeless wisdom of myth to create ads with massive engagement that led to repeat sales.

KYLE SLAVIK

According to the legendary Carl Jung, the landscape of the human psyche is made of “archetypes.”

These archetypes are repeating patterns that can be seen across all cultures of all times, which was discovered by Joseph Campbell, who travelled globally collecting myths and uncovering the universal pattern he eventually came to call the “monomyth.”

According to Jung, archetypes influence human behavior more than anything else!

More than logic, persuasion, even emotion.

They are the cornerstone of who we are and why we act.

The multi-billion dollar corporations know this, which is why you see myth and mythological symbols in their logos, advertising and brand stories.

Nike, for example, uses the “Hero” or “Warrior” archetype to inspire you to buy their shoes.

Apple uses the “Creator” archetype to inspire an almost cult-like following around laptops and iPods.

It would be CRAZY to say that this didn’t work for these brands, or that it was somehow unintentional.

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You may be wondering,
“How can I use that in my brand?”

It's how I 100 xd ROI in the screenshot... and I'm going to reveal it to you now in a step by step process.

- Step 1: Choose The Archetype**
- Step 2: Choose The Archetype You Believe Best Captures The Essence Of Your Audience**
- Step 3: Identify What Your Archetype Has That The Audience Archetype Needs For Growth**
- Step 4: Craft Your Story**
- Step 5: Test and Tweak!**

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Step 1

Choose The Archetype (Or Blend Of 2) That Most Vividly Embodies The Message You Want Your Brand To Convey

Here are the 12 you can choose from, paired with a well known brand example for your reference.

The Warrior/Hero Nike	The Lover/Artist Victoria Secret
The Innocent McDonald's	The Rebel/Maverick Harley Davidson
The Creator Apple	The Everyday Person Wal-Mart
The Nurturer Toms	The Ruler/Royal Rolex
The Alchemist Disney	The Jester/Fool Ben and Jerry's
The Explorer Jeep	The Sage Discovery Channel

Step 2

Choose The Archetype You Believe Best Captures The Essence Of Your Audience

If you're in the coaching or transformation industry, chances are your audience is probably an Alchemist type.

If you're selling outdoor gear, you may have some Explorers.

If you can't make an educated guess on your Audience Archetype, just go ahead and reach out to 5 ideal clients and ask! You'll see pattern.

Step 3

Identify What Your Archetype Has That The Audience Archetype Needs For Growth And Wholeness.... This Is Your Story THEME

For example: The Royal archetype has POWER, but the shadow side of that POWER is TYRANNY.

Therefore a SAGE brand offers them the experience of POWER tempered with WISDOM, which gives them more of what they deeply want... COMMAND through BEING.

The Warrior archetype is RELENTLESS but often ISOLATED. LOVER brands will open their heart so they can become their highest self... A SPIRITUAL WARRIOR.

Does that make sense? If not... email me kylie@kylieslavik.com and I'll clarify.

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Step 4

Once You Have Your Theme, Start To Craft Your Story

Your theme is more than likely expressed in the form of a journey.

The journey from the shadow side of an archetype to the illuminated side, as described above.

Now find stories that demonstrate that!

- From your personal life.
- From your brand's "origins."
- From client success stories.
- From current events.

Just make sure you can link it to what you want the audience to do!

And tell them in your ads.

A few formats you can follow are:

- **Before/after**
 - Show the before after of the hero on their journey.
 - Include a surprise twist and emotionality for better results!
- **If You're This Person...**
 - "If you are THIS PERSON (archetypes) struggling with this problem (shadow side of archetype) then you need this (lighter side of brand archetype, brand gift)
 - So to get this, do this!

Step 5

Test and Tweak!

Run your ads and test!

If I can help you in any way with finding the best stories for your ads, lead magnets, landing pages, emails or funnels...

Please email me directly at kylie@kylieslavik.com and we'll find a time to connect personally.

Great Stories
=
Amplified ROI
(in all the ways that count!)

Love & Vision,

Kylie

