

***The Pen is Mightier  
than the Statistic***



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# Writing Workshop

**Book One—Spinning Skills into Insight**

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*In memory of Carol T. Falkowski  
who always reminded me to live out loud.*

The Pen is Mightier than the Statistic—Story-Wheel  
Book One—Spinning Skills into Insight

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Order additional books by contacting  
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[www.StoryWheel.net](http://www.StoryWheel.net)



# Content Structure

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This content is divided into three downloadable books. Each stands alone but gains full momentum when combined with the others. For the best experience, print out *Book One*—it's your hands-on Workbook.

## Book One—Spinning Skills into Insight

Workbook. Create your story using prompts and templates. To help you understand the concepts, the Radiant Residence case study example is provided.

Introducing the Story-Wheel Model

How to Create Your Story-Wheel

Radiant Residence Case Study

1. All Good
2. Oh, Shift!
3. Wish-Back
4. Running In Place
5. Eureka!
6. Restorify
7. Wiser

Story-Wheel Generator—*Write it! Tell it!*

Story-Wheel Generator—*Practice Templates*

Certificate of Completion

Personal Mission

Additional Workshops

Let's Chat!

## Book Two—Case Studies from the Real World

Reference Guide. Showcases various stories from entertainment, business, and personal experiences.

Radiant Residence (reprise)

The Barbie Movie

The Listerine Legacy #1

Flex Seal

Post-it Notes

Water Alarm

The Listerine Legacy #2

Zoom

Chevrolet

Amazon.com

Novo Nordisk

Groundhog Day Movie

Personal Mission

Additional Workshops & Let's Chat!

**Disclaimer.** As Case Study examples, I present several fictional stories and marketing campaigns under educational Fair Use guidelines. My views are my own; I do not endorse any brand, nor have the companies had any input. Publicly available marketing materials are shown with the understanding that specific campaigns may change over time. Apply the overall strategies to your own products and services.

## Book Three—The Science Behind the Brain

Core Concepts. Academic exploration of the storytelling model as well as thinking processes.

A Story First

Story-Wheel

Storytelling Science

Additional Workshops & Let's Chat!

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# ⊗ Book One—Spinning Skills into Insight

## Introducing the Story-Wheel Model

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Your business success depends on communication. Done poorly, you stall. Done well, you soar. For you: a decent raise, promotion, and status—everything you deserve. For your company: increasing profits, prosperity, and a great reputation.

Storytelling is key because the human brain is wired for story. It's how we learn, understand, and remember.

But... Coming up with a compelling story is hard, complex, and time-consuming. You need a powerful shortcut to help you streamline the cumbersome process. Introducing the Story-Wheel so that you can learn to spin a story quickly.

Imagine a bicycle rolling down a pathway. The spinning wheels are held together from hub to rim by spokes necessary to align the wheel, straight and true—the Story-Wheel™.



1. The story begins with *All Good*; the world is stable and predictable.
2. Then, an *Oh, Shift!* event changes everything.
3. The desire to *Wish-Back* to the way before drives the story forward.
4. Conventional solutions to the problem don't work leaving one to *Run in Place*.
5. Then, an unexpected insight is revealed in a *Eureka!* moment...
6. ...in which *Restorify* makes thing right again, in fact, even better.
7. The lesson learned along the way makes us all *Wiser*.

# How to Create Your Story-Wheel



The Story-Wheel model is a wheel with spokes that represent each stage of your story. On the following pages, create rough notes of each stage. Then, you'll transfer those onto the single Story-Wheel Generator page to create your first draft.

Or, to add a bit of fun, use a paper plate.  
(You can hang it on your wall as a writing aid.)



The Story-Wheel generates **velocity**, and your content creates **mass**. Multiply those together to increase your **momentum** as an effective storyteller.

Using the template to outline your story is straightforward. But writing is rewriting so do the exercises today and revisit them tomorrow ...and the day after that. You'll find that certain aspects change as the real story is revealed. Words without action don't mean a thing.

In the end, you'll have your own story-based case study. And more importantly, you'll have the skills to easily create new ones.

As a storyteller, your job is taking people on a journey from one place to another; from where they are now to where they will be. Learning storytelling is an esoteric endeavor suitable for writing novels or major motion pictures but who has time for a deep dive? That's why I've made story-creation easy for you through this simple model. It's the result of scientific research integrated with real world experience teaching thousands to communicate well under pressure.



The ancient Greek philosopher Aristotle described stories as "Character in Action" and considered it the basis of epic storytelling. They say that character is what you do when no one is looking. But customers *are* looking and asking, "What's your story?"

Give them what they want. Recount a story that illuminates the genuine character of a person, a company, or a product. Reveal an insight that proves passion, determination, or capability. Remember, your goal is to teach a lesson. And for sales, that lesson is your product.

A story is a journey, and you're the travel guide. It's up to you to make the trip entertaining as well as educational; unpredictable but safe. At the core, a story is transformation. It could be a character, or it could be a community. But it's always an alteration of the listener's perspective. Change their world for the better.

You can do this.

As with everything, you'll get out what you put in. In that spirit, I commit to giving you, my best.

*BRAD COCHRANE*

## Case Study | Radiant Residence

A typical sales pitch for a heating contractor is something like this:



Radiant Residence offers superior radiant floor heating systems for houses. Using the latest technologies, we bring energy efficiency, comfort, and over 25 years of installation experience.

This one-way monologue lists features rather than starts a sales conversation, ends rather than begins. What if a story-based case study were presented instead?



I love the fresh winter snowfall in Minnesota. Playing outdoors on a snowmobile, skiing, skating, or just a walk. It's wonderful until my feet are cold. Then, I can only think of warming my toes. So, I head inside and stamp the snow off my boots, slip them off, and stand fidgeting on the floor's heating vent in wet socks.

That doesn't work so I crowd around the fireplace and hope to find the balance between too cold and too hot. Eventually nature calls so I scamper to the bathroom across a chilly floor and back again. I'm feeling like a caged timber wolf relentlessly pacing in discontent.

Instead of chasing the heat, what if the heat is where I am right now? Radiant floor heat keeps my feet warm anywhere and everywhere in my home. I can finally relax. Radiant Residence. We don't sell heating systems; we sell toasty toes.

Using the Story-Wheel model, a story-based case study that makes a connection is easily written. Underpinned by the *Wiser* lesson of toasty toes, a conversation can go forward.





## All Good

### Context

Stories begin with *All Good*, the way things are right now. It's the context of a stable, unchanging, normal world in which the rules—good or ill—remain consistent.

Overall, it's defined by external attributes governed by physical place, time, and state of security. For the person involved, it's characterized by emotional internal pressures motivated by fear, craving, or self-worth. Don't overlook personal values. There might be a yearning for something better, an aspiration. There can be a sense of satisfaction or dissatisfaction with the current state.

A smart writer focuses on the subject's context, not their own. Describe their world. What are the five things to know about them? What do they have; what do they need? Explore both external influences as well as internal beliefs/values. How does an emotional state color their perception of the world?

Find connection points to your story, that is, an on-ramp to the freeway. Start with where they are.

*Book Two Case Study: The Barbie Movie*

Enter Text



## Oh, Shift!

### Complication

Here comes the *Oh, Shift!* —a complication that disrupts the normal world. Usually, it’s an outside force in the form of a calamity. That could be an actual disaster such as a tornado or a perceived disaster such as new federal reporting rules. In fantasies, it’s a Magic Spell. Sometimes, it’s an internal force such as a realization of a hard truth or the desire to change for the better. In any case, the world is now very different.

Be careful of imposing your own perception onto your subject’s complication. For instance, you might assume that a company’s *Oh, Shift!* is to increase sales but that’s their normal expectation in a world of *All Good*.... However, a competitor suddenly dominating the market is the real *Oh, Shift!* complication.

Don’t be shy; use a powerful *Oh, Shift!* that really shakes things up. Describe a big change: an external force, an internal fear, or a new perception. Yet also be real, reflect authenticity, and engender trust.

*Book Two Case Study: Listerine Legacy #1*

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## Wish-Back

*Desire*

The powerful desire to solve what went wrong and return to normalcy is the *Wish-Back*. As a writing device, its purpose is to drive the story forward and create momentum. A powerful *Wish-Back* carries the reader through the lulls.

Your subject can desire to go back the previous world or go forward to an aspirational world. In some cases, it's a desire to undo a wrong or execute a rescue. Oftentimes, the desire is driven by an underlying emotional motivation. In general, people want to avoid pain or pursue pleasure.

Describe your subject's driving desire whether tangible, imaginary, emotional, or something else.

*Book Two Case Study: Flex-Seal*

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## Running In Place

### Tactics

Conventional solutions—or tactics—are pursued but inevitably fail leaving one *Running In Place*.

A quirk of humanity is to gloss over failures and single out triumphs. But a story in which everything goes smoothly isn't very interesting at all. People are tolerant of mistakes that are made on the road to success. Learning by observation is the ultimate survival trait.

Think of it as a series of challenges that your “hero” faces. In a Romantic Comedy movie, the two main characters will deny their true feelings until succumbing to inevitable love. In your story-based case study, your subject works through and eliminates the obvious answers. (Don't worry, the correct solution reveals itself in the next section *Eureka!*)

Generally, use three attempts and setbacks, but that's not a hard and fast rule.

*Book Two Case Study: Post-It Notes*

Enter Conventional Solution 1

Enter Conventional Solution 2

Enter Conventional Solution 3



## Eureka!

### Unexpected Insight

Unexpectedly, an insight reveals itself. *Eureka!*

This is the realm of innovation in which two seemingly unconnected ideas are combined to create something new. It isn't merely an improvement of an existing product or process but rather a key that opens a door to a whole new world.

It may be a different perspective, a new tool, or a universal truth. It's a twist in the plot. In mysteries, it's the moment that the detective discovers the final clue hidden in plain sight. In a sales message, it's the way that the product solves a problem in a way that competitors can't.

The *Eureka!* moment is crucial to the story-based case study and essential to the overall lesson learned (explored in the later section *Wiser*).

Finding the *Eureka!* might be difficult. It can be lurking beneath the surface or hidden in plain sight. Changing perspective is good practice. Look past the intended use and ask an end-user what they find appealing. For instance, duct-tape began as a specific solution in the home heating industry: a way to seal air ducts. The unexpected insight is its versatility. If you're stuck, write a story from your product's point of view.

*Book Two Case Study: Water Alarm*

*Listerine Legacy #2*

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Finally, the *Eureka!* is applied to the *Oh, Shift!* to *Restorify* the world. But here's the kicker: a new world emerges that is different than, and better than, the old normal world. If your story-based case study merely solves the *Oh, Shift!* then it falls short. However, if it can *Restorify* the *Oh Shift!* while being significantly better, then the story-based case study drives engagement.

There's a concept in marketing called *Ten Times Better*. This means that customers assign a cost to switching to a new product. The benefit of that switch needs to greatly outweigh the cost. In sales, the *Restorify* isn't merely a "good as" a rival, or even "better than," but an ascension to a vastly superior outcome. What is the *Ten Times Better* outcome?

*Book Two Case Study: Zoom*

Enter Text



## Wiser

### The Lesson

Everyone wants a satisfying conclusion. That's the lesson—what has been learned along the way. Through a story, your listener internalizes a new viewpoint. It's the insight that makes them Wiser.

In fables, it's the moral. Can you tie your story-based case study to a universal truth? For instance, the idea that one should *prepare for the bad when times are good* shows up in the Bible, Aesop's Fables, and Allstate's Mayhem.

In a sales message, it's the adoption of an idea (that precedes a sale). More specifically, it's the belief that the story cannot be completed without your specific product. Don't fall into the trap of promoting a general category that includes competitors. To be effective, separate your product from the realm of common commodities into the rarefied atmosphere of a specialty.

Consider the lesson of the lesson. What insight makes your listener Wiser? Is there a universal truth? Why is your product essential to the story?

*Book Two Case Study: Chevrolet  
Amazon*

Enter Text



# Generator

*Write it! Tell it!*

Now that you've created the parts, integrate them into the complete story. Take your exercise notes and summarize them below. Write and re-write. Start messy and then refine your story so that it's powerful, genuine, and persuasive. Practice, internalize, and present.

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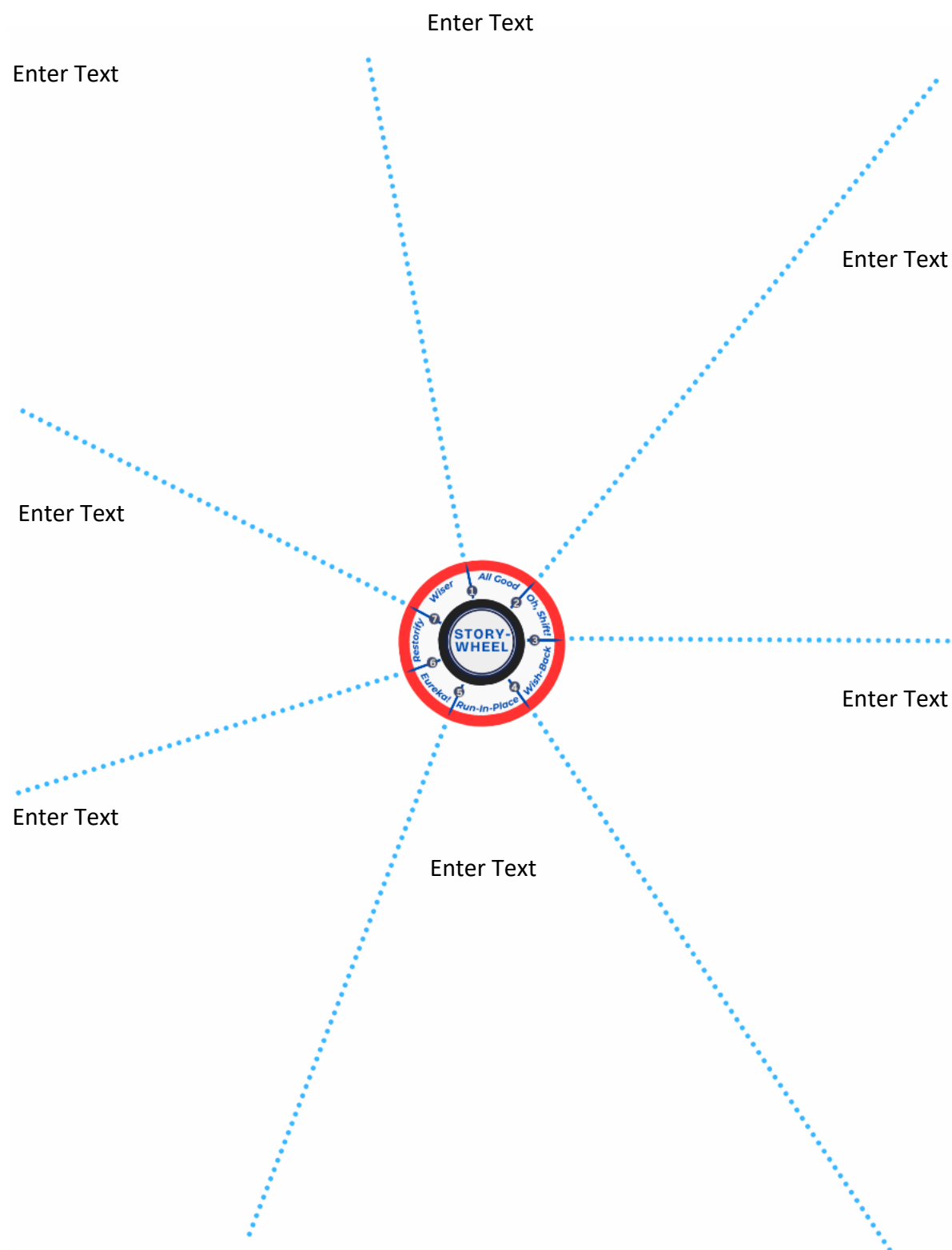
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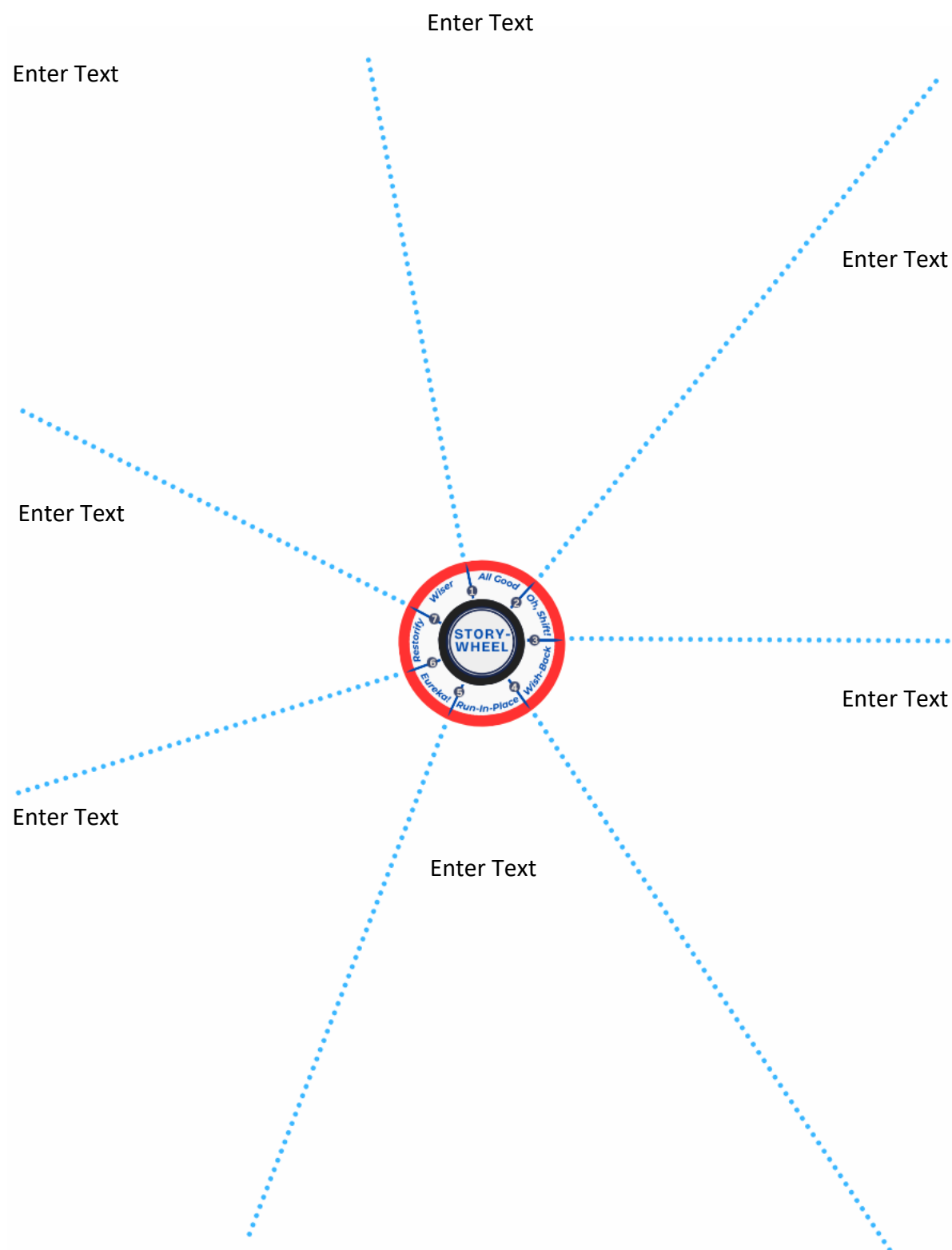
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# Certificate of Completion



*The Pen is Mightier than the Statistic*

*BRAD COCHRANE*

INSTRUCTOR

PARTICIPANT

[www.StoryWheel.net](http://www.StoryWheel.net)

## Case Study | My Personal Mission



It's been said that salespeople sell themselves first and the product second. A story that reveals who you are, your values, and commitment to your customer's success goes a long way in establishing trust. This is my story:

*In a long career of telling stories, my proudest moment came creating a PBS documentary during the earliest days of the AIDS epidemic. The prevailing view of victims was negative and homophobic. We wanted to change that.*

*We interviewed researchers, politicians, and doctors. Our show began to look like every other TV news story.*

*Instead of going big, we went small. By documenting the lives, struggles, and aspirations of Shaun, Bobby, and Cleve, we revealed AIDS/HIV sufferers and caregivers as real people in real pain. We influenced public perception and sparked a change in attitude and media coverage. Those People went on to win an Emmy.*

*Ever since, my personal mission has been to champion storytelling because of the way it can change how people think, feel, and act.*

You'll see versions of this story throughout my marketing content. My personal mission is the guiding principle that informs everything I do. It's honest, authentic, and you know that I'm completely committed to empowering you as a storyteller.

Let's deconstruct my story. Notice that some spokes are condensed while others are expanded. In your own story, exercise your best judgment for flow and balance.

Ever since, my **personal mission** has been to champion storytelling because of the way it can change how people think, feel, and act.

We influenced public perception and sparked a change in attitude and media coverage. Those People won an Emmy.

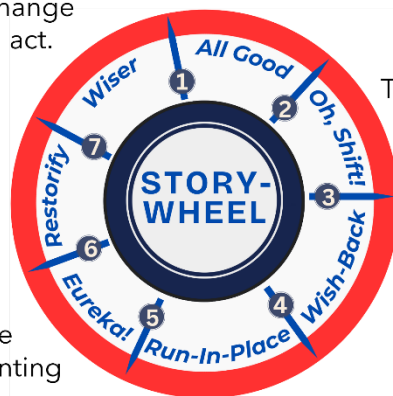
Instead of going big, we went small. By documenting the individual lives, struggles, and aspirations of Shaun, Bobby, and Cleve, we revealed AIDS/HIV sufferers and caregivers as real people in real pain.

In a long career of telling stories, my proudest moment came creating a PBS documentary during the earliest days of the AIDS epidemic.

The prevailing view of victims was negative and homophobic.

We wanted to change that.

We interviewed researchers, politicians, and doctors. Our show began to look like every other TV news story.



## Let's chat! | Brad Cochran

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Changing the conversation through undeniable storytelling. Story Coach, Copywriter, Author, Speaker/Trainer, and Communication Professional.

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## Workshop | Sell Under Pressure

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“They’re ready for you.”

You’ve waited hours, weeks, and even months just for this one appointment: your chance to pitch your product and you’re ready. You stride into their office, desk piled high with paperwork. The prospect looks up and snaps, “Make it quick!” So, you speed through features before being ushered out. The conversation is over before it begins.

How’s that working for you?

Think of your investment in marketing, funneling, and sheer persistence needed just to get one-on-one time with a prospective buyer. And it's all been wasted. What if you could turn it around so they ask, *can you tell me more?* Instead of racing the countdown clock, you’ve earned more moments for a real sales conversation. It’s about winning the first two minutes—rare and short—that happen quickly and are gone. Saying the right thing at the right time makes the difference between a pass and a purchase. That’s effective selling. That’s performing under pressure.

Curiosity may have killed the cat but for humans it’s an essential survival characteristic; it’s hardwired into us. When entering a new environment, our brain goes on alert looking for danger or opportunity. The moment a customer identifies a sales environment; they subconsciously ask seven questions.

The program is organized around the *ECLIPSE Sales Stratagem*™ which provides those answers before they’re even asked.

Start here at [www.TwoMinuteSale.com](http://www.TwoMinuteSale.com).

## Workshop | Copy Selling Secrets

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Is your copywriting a monologue? A one-way dump of product features? Or are you engaging your customer by conveying ideas in unexpected ways that surprise, stimulate, and validate?

If you tell someone a fact, you’ll trigger two parts of their brain. If you engage the brain’s natural processes, you’ll trigger seven. As a professional who wants to influence how people think, feel, and act, would you rather lead facts or something more?

In truth, people make decisions emotionally and then seek out the facts to support their decision. It’s a novel approach that competitors miss.

Writing well is a skill that you can learn. But just as a football player lifts weights to build strength, you’ll need to stretch your creative muscles. Learning how to contour elevates your writing to a whole new level. Release your creativity as you develop writing skills. Follow the path to effective copy selling by enrolling in the exclusive *Copy Selling Secrets Workshop*.

Start here at [www.TwoMinuteSale.com](http://www.TwoMinuteSale.com).

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