

ARTIFACT

CALIBRATED SALES STORIES

**Proven Structures For Your Landing Pages,
Sales Decks, Videos, And Email Campaigns**

That Dissolve Audience Skepticism, Build Their Trust,
And Convert Them Into Committed Buyers.

THE REFRAME



My name is **Chevas Balloun** and I started Artifact in 2014 to help businesses bridge the gap between developers and decision makers by positioning, messaging, and branding their technical and complex offers so their content **converts**.

Since 2007, I've been developing designs, brands, and providing UI/UX consulting.

I've developed over 100 brands for Microsoft for various internal groups and drove engagement for global platforms.

I designed, wrote, and branded one SaaS funnel that booked \$4.6M in 6 months.

A R T I F A C T

The **#1 Thing** Every Landing Page Needs, That Most Don't Have

That Without Is Killing Your **Conversions**

The reason why your landing page (or any other piece of content) isn't converting:

- ✗ **Isn't** because it's not pretty enough (even though design is status and can go a long way)
- ✗ **Isn't** because you're not describing the features well enough, or even the benefits for that matter
- ✗ **Isn't** because you haven't done enough market research (which is still important!)

The #1 reason why your landing page (or any other piece of content) isn't converting **IS** because you haven't implemented a **Calibrated Sales Story**.

What am I talking about?

Here's what usually happens.

A copywriter comes in and writes decent copy. They'll see a feature and they'll write something about it in benefit language, it targets the audience

well, and it's pretty darn good too. Then they go through every feature, element, etc. just like this, as individual units, one little bite at a time.

BUT the entire flow lacks any singular, unifying structure—it lacks a story. Instead, what they've created is a plate of crackers. What you need is a four-course meal.

This is the **MOST** overlooked component on any given website, email campaign, or funnel. You can't just throw your copy and designs on the page and expect it to get results.

Even if your audience is ready to buy, they are locked in their skepticism.



Calibrated Sales Stories are strategic **structures** in a simple story format that free them from skepticism so they see their need to buy what you have.

2X YOUR CONVERSIONS

[Schedule Your Caliber Call](#)

Calibrated Sales Story: The Reframe

80%

**OF YOUR VISITORS
NEED TO BE WARMED
UP TO YOUR OFFER**



One of the most fundamental things your landing pages must do is to **warm** your visitors to your offer so they buy.

Let me explain.

There's a principal called the **10-10-80 Principal**.

10% of your visitors are never going to buy.

The other 10% are ready to buy.

They want what you got.

The other 80% are evaluating their options. It's this slice of 80% that present you with real opportunity.

This means most of your readers/visitors are not sure about which option to choose.

They need to see what's different about you, why you might cost more than your competitors, what strengths you offer, and most of all, **why their lives will be measurably better** after they buy from you.

Why should they choose your business vs one of your competitors?

Or worse, sticking with their status quo, which isn't working.

Because if it was, they wouldn't be on your site.

You want to capture as much of that 80% slice as you can, right?

*The Reframe Calibrated Sales Story does this buy first building their **trust**.*

How?

In the next few pages, I'll show you the 3 parts of the Reframe Calibrated Sales Story that takes the guess work out of building trust with your audience.

With examples.

AND it's simple enough that you can implement it within your next piece of content TODAY.

1. Pinpoint The Problems

Don't talk about your product or service.

Not yet.

Instead, the first thing your content does is talk about your audience's problems.

If you can explain their problem better than they can, they will implicitly believe you have the solution.

If you can explain their problem in a way they've never heard before, it's even better and they'll think you're a genius.

Once you have done that, **THEN** a shift happens.

You will make your landing page (or other content) **reframe** their mindset so they think "Wow, yes, that makes so much sense."

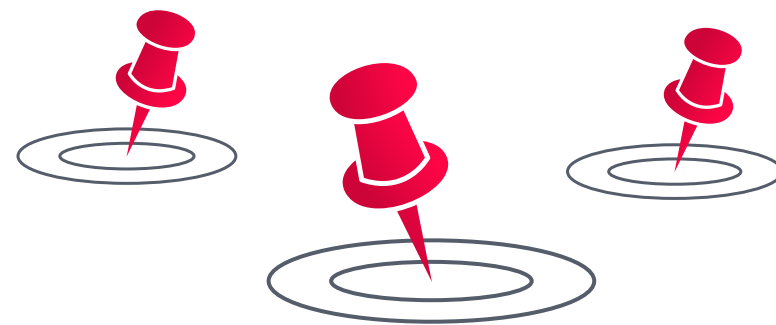
Let me show you the structure.

The Reframe Structure

1 The reason why you can't get **[benefit/solution to problem]**

2 Isn't because of **[conventional reasons]**

3 It's because of **[reframed concept]**



A Simple Example:

The reason why your employee turnover is high isn't that you're not paying them enough... it's because your company doesn't have a clear mission.

They're **NOT** immediately going to think "ohhhh, that's it."

Instead, they're going to ask "Why does having a clear mission for my company matter?" and when they ask this, they are **hooked**.

Enter Social Proof

This is where you show social proof that your reframed concept actually works.

This is done by showing customer logos, stats, numbers, etc.

This leads to the second part.

2. Explain The Mechanism (How It Helps)

This is where you **explain why** having [reframed concept] is important.

In our example, it would be why having a company mission matters.

You speak in a way that's engaging and that shows **results/benefits**, but **not yet** how the product actually works.

The mechanism promises to take them from point A to point B, but it does not yet explain the means.

The landing page would explain why a clear mission:

- Provides purpose and identity to employees so they remain satisfied and loyal.
- Inspire employees to take initiative and be creative so they take ownership in their work
- Etc. etc.

Let me show you an example where a hypothetical conversation is used as part of the mechanism to show why having a clear mission matters.

How often does a conversation go like this?

Elevator Joe: "What do you do?"
Your employee: "We build AI software for other companies"

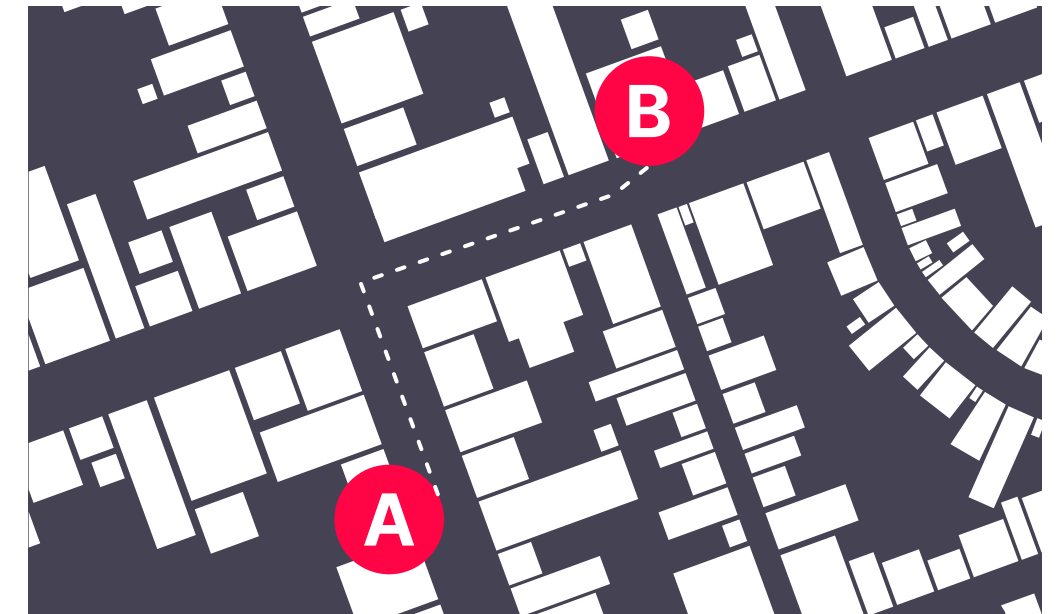
Elevator Joe: "oh ok, cool."

Wouldn't it be better if it went like this?

Elevator Joe: "What do you do?"
Your employee: "We level the playing field between unstoppable tech giants and aspirational business owners."

Elevator Joe: "How do you do that?" (you have teased your audience to ask)

Your employee: "By building AI software that automates work that would otherwise be impossible to accomplish, keeping our customers in the game."



And from the mechanism, you can flesh out new ideas for headlines that hook:

"Your competitors are billion-dollar companies, get a billion-dollar edge for 10,000x less."

The mechanism focuses on the benefits/results, **NOT** what the product actually is, what the customer receives, or how your product works.

So what does the audience ask next?

"How do I FIX it?"

3. Present Your Product Or Service As The Solution



This is where you start explaining how your product or service works, and you tease it out.

In this example, the seller's product is a coaching package that helps business owners develop their mission statement and primary offer. The content might be something like this:

Every business owner's mission is a combination of 7 key concepts. Let me show you the 7 questions to draw them out. But here's the uncomfortable truth: it's very hard to see yourself.

We all have habits, patterns of thought, blind spots, limiting beliefs, and inadequate systems that run interference with seeing ourselves and our business impartially.

*To eliminate this, I am inviting you to the [branded product call], to cut through all the murk, and define your mission for your business in one 90-minute call.**

Etc. Etc. Etc.

If prospects are reading this far, then you have established at least some **trust** with them.

Now they are ready for you to go **deep** so you can validate their initial trust.

And when you've done that, do not leave them hanging.

Tell them what next steps they should take.

Call-To-Actions (CTAs)

You may consider sprinkling CTAs throughout your messaging, but at minimum, you need to have one right after you explain your solution.

This is also where you can provide an additional CTA that links to your features or services page in order to lead prospects to a deeper knowledge about your product or service.

Next Steps

More Calibrated Sales Stories

The Reframe is just one Calibrated Sales Story among many that I've collected over the years.

Did I come up with the core concept? No. I got it from a great marketer named Colin Chung, then modified it for my unique approach.

I have several more, which means depending on the customer, product, service, market sophistication, audience awareness, and other factors, the Reframe may not always be the ideal choice for you.

It works. It works a lot of the time. But I can't guarantee it will work for you every time.

That said, the moment I discovered it, I implemented it that week and generated \$48,000+.

And you want it to work for you, so you should know:

The Calibrated Sales Story works best with the right insights into your target audience.

The Calibrated Target Audience

Market research is one thing, but having a Calibrated Target Audience is knowing WHO your **FUTURE** customers are.

Who is going to buy from you in the future and what actual words do you use to speak to them?

How is this done? You want to know.

Through following a market research system:

- Start with a single search phrase that encapsulates what **you think** they want (your best guess).
- Run it through SEO tools to validate it. Repeat until it's in the sweet spot. This phrase in headlines and content will attract searches from prospects.
- Find what customers are **repeatedly** saying about your competitors (good and especially bad).
- Calibrate all your language around their language, **their own words**.
- Adjust for market sophistication and audience awareness levels.

Let Me Help You

Not having a Calibrated Sales Story in your sales content is just leaving money on the table.

Most messaging attempts are just shots in the dark that don't lead to actual sales.

If you're dealing with a dead-weight agency that's spending more time on managing your accounts than actually giving you strategy with traction, let them go before they cost you more.

If you're not getting results, take action now. If you think we can help you, click the button below and book a call.

The Reframe Calibrated Sales Story gives you the chance to solve a \$10M marketing problem, that you can't afford, in a sophisticated market that could otherwise leave you in the dust.

I don't want that to happen to you.