



Story-to-Sales Conversion Map

Where Your Story Actually Drives Revenue

Core Idea

Storytelling is not a marketing exercise; it's a conversion tool that influences:

- Wine club signups
- Average order value
- Repeat purchases
- Guest retention

The Story Funnel

How Story Moves a Customer from First Click to Loyalty

Stage	What they Need	Story Type to Use	Goal
Discovery	"Why should I care?"	Point of view / differentiation	Stop the scroll
Visit	"Do I like this place?"	Human + origin story	Build connection
Purchase	"Is this worth it?"	Wine-specific story	Increase conversion
Loyalty	"Do I belong here?"	Identity + community story	Drive retention

Touchpoint Breakdown

Website Homepage

Your job: Be clear, not clever.

- Do you immediately explain who you are and why you're different?
- Could your headline belong to another winery?

Quick Fix: Rewrite your headline to answer: "Why this winery, right now?"

Tasting Room Experience

Your most powerful storytelling channel

- Are staff telling consistent stories?
- Are they sharing real moments or memorized scripts?

Quick Fix: Train staff on one core story + one wine story

Wine Product Pages

Where Most Wineries Lose the Sale (and How to Fix It)

The Core Problem: Most winery product pages read like spec sheets.

- Clone
- Barrel program
- Tasting notes

All important, but they don't answer the real question: "Why should I open this tonight?"

The Goal: Blend Context + Credibility

You don't need to abandon tasting notes, you need to wrap them in a reason to care. Think of it like this:

- Tasting Notes = What it is
- Story Context = Why it matters

Conversion happens when both are present.

The 3-Layer Product Page Framework

1. The Hook (Emotional Context First)

Start with a moment, not a molecule. This is what gets someone to feel the wine before they analyze it.

Examples:

- "The bottle you bring out when dinner lingers longer than expected."
- "Made for slow Sundays and second pours."
- "The red that turns a quick glass into an evening."

This answers: When do I drink this? Who is this for?

2. The Bridge (Translate the Experience)

Now connect that feeling to what's actually in the glass.

This is where you blend storytelling into sensory detail.

Example: "Ripe blackberry and dark cherry lead, with just enough oak to round it out without overpowering the fruit."

This answers: What will it taste like in that moment?

3. The Detail (Technical Credibility)

Now earn trust with the traditional details.

- Varietal
- Vineyard
- Oak program
- Structure

Example: "Aged 14 months in French oak (30% new), this Cabernet balances structure with approachability."

This answers: Is this well-made? Is it worth the price?

Before vs After (Blended Example)

- Before (Typical): "Notes of blackberry, oak, and spice with balanced tannins and a smooth finish."
- After (Blended for Conversion): "The bottle you open when dinner turns into a second glass... and then a third. Ripe blackberry and dark cherry lead, with a touch of oak that adds depth without stealing the spotlight. Aged 14 months in French oak, this Cabernet is structured enough to impress, but easy enough to enjoy any night of the week."

How to Coach Your Team to Do This

Simple Formula to Train On

Have your team write every wine description using:

Moment → Flavor → Detail

- Moment: When/why you drink it
- Flavor: What it tastes like (in plain language)
- Detail: The technical backbone

Quick Coaching Prompts

Use these in team meetings or content reviews:

- “What’s the moment for this wine?”
- “Would a non-winemaker understand this?”
- “Are we describing... or helping someone imagine drinking it?”
- “What would a tasting room associate say out loud?”

Common Mistakes to Avoid

- Leading with technical specs
- Overloading with wine jargon
- Writing like a competition entry
- Copy-pasting the same structure for every wine

Wine Club Page

The Biggest Missed Storytelling Opportunity

Most wine club pages lead with:

- Discounts
- Shipping perks
- Release schedules

All useful... but none of them answer the real question:

“Is this for someone like me?”

The Goal: Sell Belonging + Back It Up with Benefits

Think of it like this:

- Benefits = What they get
- Story = Why they stay

Discounts might get the signup, but belonging is what drives retention.

The 3-Part Wine Club Framework

1. Identity (Lead Here)

Define who this club is for in a way someone can immediately recognize themselves.

Examples:

- “For people who don’t wait for a special occasion to open a good bottle.”
- “For curious drinkers who want to explore beyond the tasting room.”
- “For those who like having ‘their winery.’”

This answers: Do I belong here?

2. Experience (What It Feels Like)

Describe what being a member actually feels like.

- Access
- Discovery
- Connection
- Ease

Example: “Each shipment is a mix of familiar favorites and small-lot wines we don’t pour for everyone.”

This answers: What do I get to be part of?

3. Benefits (Support the Decision)

Now reinforce with the details:

- Discounts
- Customization
- Shipping perks
- Events

This answers: Is it worth it?

Before vs After

- Before (Typical): “Join our wine club and receive 20% off, complimentary tastings, and quarterly shipments.”
- After (Blended for Conversion): “For people who always wish they’d bought one more bottle before leaving. Our members get first access to small-lot wines, flexible shipments, and the kind of insider perks that make every visit feel like coming back. Oh, and yes, you’ll enjoy preferred pricing and complimentary tastings along the way.”

How to Coach Your Team

Simple Formula: Who it’s for → What it feels like → What you get

Quick Prompts

- “Who is this club not for?”
- “What makes this feel different from any other winery club?”
- “Would someone read this and think ‘that’s me’?”

Quick Wins (Do This This Week)

- Rewrite your opening line to clearly define who the club is for
- Move discounts below the identity section
- Add one sentence that describes the feeling of being a member

Email & SMS

Where Stories Build Momentum (or Get Ignored)

The Core Problem: Most winery emails and texts are transactional:

- “20% off this weekend”
- “New release available”

They drive short-term clicks... but no long-term connection. If every message is a promotion, nothing feels memorable.

The Goal: Build a Narrative, Not Just a Campaign

Think of it like this:

- Promotion = urgency
- Story = continuity

You need both, but story is what keeps people opening the next message.

The 3-Part Campaign Framework

1. The Moment (Set the Scene)

Start with something relatable, seasonal, or human.

Examples:

- “The first warm evening where you leave the door open a little longer than usual.”
- “That stretch between harvest and the holidays where things finally slow down.”

This answers: Why am I reading this right now?

2. The Reason (Why This Wine / Offer Exists)

Give context beyond “we’re selling this.”

- What’s special about this release?
- Why now?
- Why should they care?

Example: “We held a small portion of this back just for club members who asked for something lighter going into spring.”

This answers: Why this, why now?

3. The Connection (Make It Personal)

Tie it back to the reader.

- Their habits
- Their past purchases
- Their identity

Example: “If you’ve been reaching for our Pinot lately, this is right in your lane.”

This answers: Why this matters to me

Before vs After

- Before (Typical): “New release now available. 15% off through Sunday. Shop now.”
- After (Blended for Conversion): “There’s a point in the evening when one glass turns into staying a little longer at the table. This is the wine for that moment. We just released a small lot we’ve been holding back, and if you’ve been enjoying our lighter reds lately, this one’s worth a spot on your table.”

How to Coach Your Team

Simple Formula: Moment → Reason → Connection

Quick Prompts

- “What’s the moment for this email?”
- “Why are we sending this now, beyond sales?”
- “Who specifically is this for?”
- “Would I read this if I weren’t already on our list?”

SMS-Specific Tip

SMS should feel like a tap on the shoulder, not a blast.

- Keep it short
- Keep it human
- Keep it contextual

Example: “Quick heads up, we just released a small batch we think you’ll love if you liked last month’s shipment.”

Quick Wins (Do This This Week)

- Rewrite your next campaign using the 3-part framework
- Add one sentence of context before every offer
- Segment one email based on past purchase or club tier
- Turn one promotion into a short story-driven message

The Revenue Connection

What Strong Storytelling Actually Impacts

Area	Weak Storytelling Looks Like	Strong Storytelling Does This
Wine Club Signups	"Join for 20% off"	"Join people like you"
AOV	Transactional purchases	Context-driven add-ons
Retention	One-time experience	Ongoing relationship
Tasting Room Sales	Scripted pitch	Emotional connection

Missed Opportunity Audit

Check where you're leaving revenue on the table:

- Our homepage sounds like every other winery
- Our wine descriptions are mostly technical
- Our club page leads with discounts, not identity
- Our staff tell different versions of our story
- Our emails are mostly promotional

Where are you weakest?

→ _____

Your 3 Highest-Impact Story Fixes

Pick 3 areas to improve this month:

- 1.
- 2.
- 3.

Quick Wins (Do These First)

- Add a 2–3 sentence story to your top 3 wines
- Rewrite your homepage headline to be specific
- Train staff on one consistent story
- Update your wine club intro to focus on identity
- Add one "moment" to your next email campaign

The Alignment Check

Your story should feel the same across:

- Website
- Tasting room
- Emails
- Club experience

If these feel disconnected, your customer feels it too.

Final Prompt

Complete this:

“We don’t just sell wine. We give people _____.”

→ _____

Closing Thought: The wineries that grow aren’t the ones telling the longest story. They’re the ones telling the clearest, most consistent one, everywhere it matters.