

# Influence Through *Story*

Fast Track Your Business with  
3 Must-Have Stories

*5-Day Challenge*



## Day 2, Home Play #1: *Ideal Client*

Bring to mind ONE person you have helped with your work, one single person. If you are a new business owner, or new to your current business, this person could be someone you've helped for free with the problem you solve (ie you volunteered to help them), or it could even be an earlier version of yourself.

See this person in front of you. Bring them closer to you. Imagine them in full colour. Know that you really do know them, the way J.R. Rowling knows Harry Potter.

How have they benefited from your work together? List all the ways you can think of, not just in your area but all the spin off effects of this work. How has this work affected their relationships, their health, their financial situation, their attitudes, their travel habits, where they live....Notice the ripple effect and all the changes that have come into their life because of this work.

Write a description of everything that you can think of that has changed for them because of this work that you've done together.

Write for 5 minutes. Dive into the details. Be specific. What you write here is the REAL transformation of your work. Post this description, or any part of it, in our [Facebook Group for Day #2.](#)







