

Influence Through *Story*

Fast Track Your Business with
3 Must-Have Stories

5-Day Challenge



Day 3, Home Play #1: *Listening Differently*

As entrepreneurs, we want to be able to listen to what our ideal clients are saying to us at a much deeper level. Here's a short exercise to help you do so.

First, think about a time when a friend or family member was saying one thing, but you knew that in fact they were really talking about something else. What were they saying? What was really on their mind? Write about this incident for a few minutes.

For this exercise, you could also use a passage from a book or a movie or a conversation with a grocery store clerk, for example. Where has someone said one thing to you, but you knew they were really saying something else? What was actually bothering them or what truly had their attention, even if they didn't know it themselves?

Use this exercise to start tuning your ear to listen differently, to hear the pull of unconscious desire in the words people use and the stories they tell. Then post your observations in [our Facebook Group](#).







