



Stories that Sell Now **Tell the Right Story**

To find the right story to tell this particular audience at this particular time, just remember the acronym CAPS:



C - CLAY



A - AUDIENCE



P - PURPOSE



S - SO MANY STORIES!

 **CLAY:** Treat the story like clay and play!

- **You get to mould your story.**
 - Each story can be shaped in many different ways depending on your purpose and audience.
- **Have fun with the process!**
 - Try the story out in different ways and watch people's real reactions as you tell it.
 - Let these reactions guide you to the next iteration of your story.
- **Focus on the process of story creation rather than on the final product.**
 - We all want a great story, and we practice.
 - The real art of storytelling is in each moment of telling it: we play with it and watch its turns and see what works and then try it again next time.

- The more you stay with the process, like Michelangelo sculpting David, the better the final product will be.
- **An artist doesn't want the clay to appear suddenly fully formed in front of them.**
 - That would ruin the fun!
 - The artist envisions it first, seeing their masterpiece even before it's created. Then they get to play.
 - If the final product just popped into existence, the artist would miss the joy of creation and the moment-to-moment presence that comes from working with the clay.

👍 **AUDIENCE:** We tell our stories for a particular audience. Who are you creating this story for, and why do they need to hear this story now?

- **Know your audience the way J.K. Rowling knows Harry Potter.**
 - We often know what Harry's going to do even before he does it. How does this happen? It's because the author knows him even more deeply than he knows himself.
 - Rowling understands how Harry thinks and feels, knows what drives him, what he's afraid of and what inspires him. She has spent time with his backstory (even if this never appears in the books). She just knows him - and then we do too.
 - That's how deeply we want to know our audience in order to tell the story that's uniquely designed for them.
- **Choose the details of your story to address what really matters to them.**
 - What's their top of mind problem? What keeps your audience for this particular story (your ideal client, your team member, your JV partner, or any other person you're telling the story to and for) up at night?
 - Address their top of mind problem the way C3PO does for Luke's uncle in Star Wars: C3PO picks exactly the right details that matter to his audience, and he wisely leaves out all the rest.
 - OB1 Kenobi understands what's going on inside Luke more than Luke himself does when he tells his story about the Jedi and then says, "You must learn the ways of the Force, if you're to come with me to Alderaan." OB1 knows what's inside Luke and addresses his deepest desires when he gives Luke the lightsaber that belonged to his father. It's not just a quest. It's personal.
- **Speak your audience's language.**
 - How do they speak about their problem?
 - What is their conscious desire, and what's the desire that's beneath it that they may not yet consciously know about?
 - Know what's in their heart. Tell them the story in a language that they can hear.

PURPOSE: Your story must have one clear and specific purpose.

- **Ask yourself WHY you're telling this story.**
 - What's the ONE POINT you want to make with this story?
- **This purpose is what we call the theme of the story, the central point you want to make, and it's specific.**
 - You are taking a stand on an issue with the story you are telling.
 - For example: "it's okay to MISS your kid's soccer game. When you're building a business, you will miss some things. But you'll get to the most important things. That's what it takes to build a business." The story takes a stand; it gives permission, releases guilt, and allows its listener to focus on what matters. The theme: you will miss things in your kid's life as an entrepreneur, and that's okay.
 - Others could surely disagree. That's how you know you're saying something! The story, which would focus on a child's event that was missed, has a clear and specific purpose.
- **Make sure the details of your story all support the theme/purpose of your story.**
 - If you know your audience, you've chosen details that matter to them. You'll talk about Quiddich to Harry Potter and about acing exams to his friend Hermione, for example.
 - You want to make sure all the details of your story are connected and support your main point.
 - Let's say the point you want to make is that getting up early skyrockets your success. Whether it's about Quiddich or exams, your story will NOT be about the one time you slept in and landed your biggest success ever. Instead, for example, it could be about the one time you got up two hours earlier and you were surprised by outrageous success.
- **Why do you want to make this point with this audience right now?**
 - What your point could be: it could be one of your training points, for example, something you teach people that matters. Or it could be something that shifts your audience's beliefs so that they can take a step forward. It might be a story about yourself that they can identify with so they know that they can do it too.
 - An example: if you're a fitness trainer, the point could be that no matter how unfit you think you are, you can start today. Your story could then be about a precise time you were at your most unfit, and you got started and things dramatically changed.
 - This same story could be told about one of your clients or even someone you read about in the news whose story touched your heart.
 - Whatever the subject matter, if the main point is clear, and it's connected with what truly matters to the audience, the story lands.

- **How does this point support the Call to Action (CTA) for your story or talk?**
 - Common mistake: Sometimes we think the purpose of the story is a purpose that's actually much further down the road. For example, "I want them to be my client" is probably not the purpose of your story, especially if you're talking to someone you just met. That's like getting married before dating!
 - Find a specific purpose: There's a smaller step that is the CTA. For example, you could tell a story about how ONE call you had with the right person changed EVERYTHING. Then your call to action could be to book a Discovery Call with you or a team member.
 - Just as there's ONE purpose, there's ONE action that the story leads to, whether it's a physical action, a belief change, or a new insight that will lead to another action later in your talk or later in your interaction with this person.
 - It's ONE yes, ONE story, ONE story point, ONE CTA at a time.

SO MANY STORIES!

- **You are the creator.** You have 100+ stories to play with. What do you want to create today?
 - **Try one out!** Which story to start with? Go ahead and play! If you can't decide, you can flip a coin to start!
 - Do you **LOVE this story** and want to spend time with it? Start telling it and you'll find out if it's one you want to keep telling.
 - **Know that ONE core story could be told different ways to different ends.** So you have even more stories than you think! For example, I have told the story about the loss of my man many different ways:
 - one call can change everything
 - what are you letting take you out?
 - the time is NOW to do what matters most
- **How can you SHAPE the story so the right person is the hero of the journey? So it has the theme YOU want? In the end, YOU get to decide!**
 - Our stories have many functions. They allow us to put the separate pieces of our lives together. They connect us; they allow us to influence and persuade.
 - Tell your story and notice what's most important in THIS story at THIS time. What effect do you want the story to have? What's the one point you want to make?
 - A story about you is probably not really about you. It's about THEM: what does your audience care about? What's happening for them?

- YOU get to decide what the theme is. Your story is only boring or it makes you a victim if that's how you choose to tell it. Same for your clients and potential clients.
- Know that you can always tell a NEW story!
- Enjoy your stories. Tell them, notice how they landed, and tell a new story.
- The more you know about the craft of telling stories, the more you are in the driver's seat. You can craft your story any way you want!