



Stories that Sell Now **Five Guiding Principles**

1: TO TELL THE RIGHT STORY, START WITH A LIST OF STORIES YOU CAN CHOOSE FROM

You have many more stories to draw on than you think. Start with a list of 25 stories, keep it handy, and expand your list as you and your company grow.

2: CONNECT THE STORY WITH YOUR LARGER PURPOSE

To be effective, your story must be connected to a specific audience and purpose. That's what transforms your interested listeners into buyers. What's the purpose of your story? What do you want your audience to think or do as a result of this story?

3: OWN THE STORY

To OWN your story, watch how you're playing. Know that there is no place outside story. Learn how to adapt story principles to your own story, company, and life.

4: TECHNICAL WRITING OF THE STORY

Match the story to its purpose each time. Know that you know more about writing and story than you think. Use the three stages of writing to plan, draft, and revise your story. Then practice practice practice!

5: STORIES ARE EVERYWHERE

Stories are EVERYWHERE in your company. How will YOU use stories in your sales? Marketing? Company values/brand/vision? With your team? As the CEO and leader of your company? With clients? With partners? Keep learning about story and watch your life and your company grow!