

## Story Formula to Create Heart-to-Heart Connection and ACTION!

### Stories About Others (Testimonials & Case Studies)

What point do you want to make?	
What problem did you solve? (Client's BEFORE scenario.)	
What action do you want the audience to take? (How does it tie to your offer?)	
What were the results? (Client's AFTER scenario.)	

1. Bring the person and challenges to life

Be descriptive: how was their day-to-day affected emotionally, in terms of actions, in terms of how they felt and what they did or didn't do; what did the challenge cause to happen in their life; how was it stopping them; what resulted because of their problem?

2. Seed your service and that you reached the result with your product/service.

3. Articulate and richly describe their desired outcome fulfilled

**PRO TIP:** When telling stories, bring your audience in with rhetorical questions so they can relate and say, "Yes". Examples:

- You know what I mean, you feel the fear in the pit of your stomach or in your throat. I'm sure you've felt that at times too..
- I was feeling so excited, I was going on vacation, you know that feeling, you're so excited you're buzzing inside...

Here's an illustration:

What point do you want to make?	Getting coaching is the answer
What problem did you solve? (Client's BEFORE scenario.)	Overwhelm, frustration, no clients/money, exhausted, not present with family, feeling like giving up.
What action do you want the audience to take? (how does it tie to your offer?)	Join Momentum
What were the results? (Client's AFTER scenario.)	More time for herself, happy and proud, has new clients and money, family life so much better!

EXAMPLE:

- (1) I recently worked with a woman who was juggling it all. She was a mom with 3 school-aged kids, managed her household, her husband, and her full-time business. And while the business was supposed to be only 8 hours a day, most weeks she was putting in 50-60 hours, working on weekends and into the evenings just so she could keep up. I'm sure you can relate – we think we're going to have all this freedom in our own business—(*smile, giggle, have fun with that*) and we end up working more a lot of the time.

Most nights she'd be so overwhelmed that she couldn't even decide between cooking peas or carrots or ordering pizza or tacos. Her attention span was short, her temper was getting shorter, and she was creating long term problems. She was snapping at the kids and her husband, falling behind rather than getting ahead at work and when she woke up in the morning all she could think about was going back to bed. She was about to break.

- (2) She realized that something had to give and finally called me. She committed to making a change and started with something that could get her quick results and give her long term success, our Momentum program. The program is a combination of group mentoring and training where you get individual support, answers, and ideas for YOUR challenges as well as accountability to keep you in action along with clear structure with repeatable actions that get you where you want to go.

The first thing we did was to give her strategies and some simple tools that could bring her back to peace and calm in a moment (*snap your fingers*). In less than a week, she not only felt better, but she also got more done in that week than she had the previous month (*emphasis on month*).

- (3) As a result of committing to make the changes and having structure, she's significantly less stressed and is able to easily make those decisions that caused paralysis before. She figured out how to work less hours and bring in more clients and more money – doubling her revenue while reducing her hours because she's working smarter rather than harder. Her husband, her kids, have told her over and over how much they like the new version she's become, and she's found her passion and purpose again – for her business, for her family and for herself.

(2.5 mins to say this with inflection and emphasis.)

**Stories About Yourself**

**Story about WHY you do what you do.**  
(This will be your practice at the next session.)

Significant Life Event	
What's the point of the story?	
How you felt during it	
THE Ah-Ha Moment Paint the MOMENT IN TIME	
Lessons learned / what you had to overcome	
How it shapes what you do now and/or evidence that you've been an expert in this area for a long time.	
What action you want audience to take and/or how you want them to feel?	