

Storytelling Framework



Notes

1 Who are you?

Don't start with "let me tell you my story". Get them nodding along with you by reminding them of your "character" in the story.
Share your background, a little about you, what you do.....

2) Why were you looking for an opportunity?

Use this opportunity to align yourself with your prospect. Most people can picture themselves in your shoes and may have experienced some of the same feelings that you have.
What were the circumstances that had you searching for a change...
What challenges were you facing...

3) How did you find your business?

This allows you to build a bridge between your prospect and the company and creates credibility for the person who shared the opportunity with you.
Who introduced you to Pure and why did you join...

4) What results have you seen/ hope to see?

This is where your story can provide a visual for your prospect to begin imagining themselves with the same results you are reaching for or have already received.
Really draw your prospect in with what you intend to do with this opportunity or what you have already experienced...

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5) What has excited you the most?

Many times the end of the story is the only thing that people can recall later. Be very clear in why this is a game changer and why now is the BEST time to take a look.
Wrap up the story with a powerful statement that will have them asking to hear more...

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6) What is in it for your prospect?

If you know your prospect's pain points or their "why" then you can wrap your story around to how this opportunity could be the solution that they have been searching for. What are some things that you could say to potential prospects to draw them in and allow them to see themselves as an active part of your story...

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7) Put it all together...

Write out your story in narrative form and then PRACTICE, PRACTICE, PRACTICE. Tell it to your mirror, your significant other, your pet, anyone who will listen until you get comfortable telling it and it sounds natural. Then it's time to share your story with your prospects and begin your next successful chapter with your Pure business!

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