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Desire Story Formula

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Storytelling Formula for Sales - Part I

Write down the name of a client who has gotten great results working with you, and who had a similar problem to many of the prospects/audiences you talk to. Make sure you choose a client whose problem was solved by using the program/service/product you are offering. Describe this client.

Ex: Michelle, a Financial Advisor for 12 years. In her early 30's, CFP, goal driven and caring.

Then - The "Then" part of your story should be bad. It should be something your prospect / audience wants to avoid, or a situation they are currently in but want to get out of. Write down the problem they had.
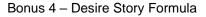
Ex: Michelle knew she needed to market herself more because she needed more clients to hit her goals.

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Next, write down 1-2 details that make the situation worse.

Ex: Whenever she spoke, only 20-30% of the audience signed up to meet with her and then she spent months chasing them down to come in for the appointment.

Write down something that makes us care about your client, something that humanizes them/makes them relatable.

Ex: I always walked out feeling really discouraged. Like I wasn't getting my message across."

Last, tell us how they felt, and use the words they said to you or the gist of the words. Remember to put it into dialogue and not narration.

Ex: "I don't know what I'm doing wrong. I'm exhausted and need to take a break from speaking."

Tip: When you write your story, look for places to use narration vs. dialogue.

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Here's an example of how this "Then" part of the story could sound:

My client Michelle is a goal driven and caring woman in her early 30's. She a certified financial planner and has been an advisor for 12 years. About 4 years ago she set some aggressive production goals and knew she needed to get out there more to keep the pipeline filled. She wanted to do it in the most leveraged way possible, so she started doing workshops. I remember her telling me, Deirdre as I was driving to the workshops, I felt good about it. I thought, I've got my slides, my company materials, this is going to go great! But afterwards I walked out feeling really discouraged. I felt like I wasn't getting my message across, and only 20-30% of the room would sign up to meet with me." That's not terrible but for Michelle this was not good enough to meet her production goals. The worst though was that the 20-30% was not a real number because she spent months chasing them around to actually come in. Finally, she got to a point where She said, "Deirdre I was exhausted and couldn't figure out what I was doing wrong, so after a few years of this I decided to take a break from speaking." This was really disappointing and frustrating for her because she now had to go back to primarily marketing 1:1 which slowed her growth and ate her time.

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Storytelling Formula for Sales - Part II

Now – The "Now" part of your story should be really good! It should be something your prospect/audience wants for themselves. Write down what your client's life is like now after using your services. Be sure to paint a picture for us.

Ex: 80-90% of the audience signs up to meet with her. Her production is up, she feels more confident, she now has more time to spend with her new family.

Now write down something your client said to you and how he/she feels about their results.

Ex: She called me a few weeks ago and said, "Deirdre I just had an out of body experience. I held a workshop and afterwards 90% of the audience was lined up to get on my calendar! Even the one couple who at the beginning of my talk who wouldn't even sign in for compliance."

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What is a detail you can give that makes their great result even better?

Ex: The best part is she now schedules prospects on the spot and no longer has to chase people down. When she meets with these prospects she says, "People are very clear on what I do, the value I bring, and they are prepared and ready for me to charge them a fee for planning."

Tip: When you're done talking about the "Then" and want to talk about the "Now", an easy way to transition from then to now is to say, "Fast forward to today or fast forward to the spring of 2015...."

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Here's an example of how your "Now" may sound:

Fast forward to the spring of 2015. I got a call from Michelle and she said, "Deirdre, I just had an out of body experience. I held a workshop and afterwards 90% of the audience was lined up to get on my calendar! There was even one couple who wouldn't sign in for compliance, they were the first in line! "The best part was she scheduled all the prospects on the spot. No more chasing people down. Most came in within 3 weeks of her talk and many became clients. I'm happy to say since that time this has been the norm for Michelle. She averages 85% of the room signing up to meet with her. Not only has that impacted her production and the amount of people she can help but she feels really confident and says, "People are very clear on what I do, the value I bring, and they are prepared and ready for me to charge them a fee for planning." Last I spoke with her, her net revenue was up 30% year over last and she attributes much of that growth to her speaking engagements. What gives me the most joy is that she is newly married and has a new baby and because she is marking herself more efficiently it gives her more time with her new family.

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Storytelling Formula for Sales - Part III

How – The "How" is the product, process, system, or formula you used to help your client get the results you told about in your "Then" & "Now" story.

Ex: The Crazy Good Talks Blueprint. The "How" should be your Crazy Good Signature System.

Tip:

1. Remember the "How" needs to be a product, system, process, or formula, not you. Ideally, it's your Crazy Good Signature System.
2. You must tell your story in the "Then", "Now", and "How" order to achieve maximum effect.
3. Only include information that moves the story forward and is relevant for the audience to know.

Your "How" may sound like this:

You may be wondering, "How did she go from chasing people down and getting little results from speaking to bringing in multiple clients each time she speaks?" If you ask Michelle, she'd tell you it was using the Crazy Good Talks Blueprint to create her workshops and bring the content to life.

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Great job!

Now go back through the bullet points you noted in the questions above and start to put them into a cohesive story that flows. Please note you do not need to, nor should you include every detail you outlined above. Shoot to have your story come in at no more than 475 words. Once you have your story, start practicing it. Practice on friends and family first. Get their feedback to make sure the story makes a clear point and doesn't drag in places. Make sure you're not adding details that are not needed --- this is one of the BIGGEST storytelling mistakes! After you get your feedback make any necessary tweaks and then … Start telling your story!!

Write the first draft of your story below.

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Crazy Good Talks®, was founded by Speech & Story Artist, Deirdre Van Nest. Deirdre is an International Keynoter, Trainer, and Creator of two proven communication methods: the **Crazy Good Talks® Blueprint** and the **Emotionally Engaging Advisor**.

We are the go-to solution for making an **impact when you express yourself**. Our community centers around financial professionals and thought leaders committed to **not putting others to sleep when they communicate.** Why? So they can take themselves and others to new heights and make a crazy good **impact in the world!**

If you'd like us to **create your stories for you**, coach you on your delivery, and teach you *exactly* how to use your stories as **assets in your business**, please reach out to lillian@crazygoodtalks.com.

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