# **Crafting Your Compelling Story That Sells**

Your personal story is possibly the most important part of your signature talk because it is when you really bond with your audience. When you can engage your audience emotionally, you are much more likely to positively impact them with your content and then convert them as clients.

1. **Choose Your Profit-Driven Story.**

The story you choose should be directly aligned to your business and your objective to enroll clients. It is not just a random story about your life, although it most likely will be about your life or the life of someone you care about.

Which story answers the questions why you are in business, why you care or why YOU?

**My possible story is:**

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1. **What is your hero’s journey?**

Where were you before you started your business? What were you struggling with? What kept you up at night? What has happening in your life? How were you feeling?

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1. **What was your turning point?** What was the catalyst? What did you need to learn? What changes did you make and what actions did you take? (This is probably what lead you to your business and inspired your product or process of service.)

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1. **What was the result?** How did your life or business change? What did it mean to you physically, emotionally, financially, spiritually, personally? How did this change affect those around you?

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**If you get stuck,** think back over your life in 5-10 year increments? What was going on during each phase? Was there a common thread?

**You may find that your story actually doesn’t relate directly to your business.** That is ok, but it should connect in some way to what you are doing now. For example, someone may have experienced a tragedy early on if life. They could have become a doctor to try to save lives or they could be a banker, but they have deep empathy for their clients who need to borrow money.

**What if the reason for my business is not personal?**If you have your own business and you care about it, it’s personal. Maybe the hero’s journey is not yours, but someone you know or care about. If so, what happened to them? Perhaps you are deeply moved or inspired by the impact of your work on other people. You signature talk story is to engage and connect with you audience on an emotional level, so the story you choose should also have an emotional and vivid impact on you.

**My Compelling Personal Story**

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# Identify Your Core Brand Point of View (POV)

**What do you stand for?** What is the reason you are in business? Why do you care about sharing your message with your audience? What impact are you hoping to make?

Your brand point of view is your stake in the ground. It’s what your deepest, most strongly held beliefs are about life and business. Think about what you feel passionately about, your world views, what makes you angry, sad, frustrated and super excited. This will be the foundation for your brand identity.

**Example POV’s:**

“Great brands are built from the inside out, not the outside in.”  
“Image absolutely matters.”  
“The more your love yourself, the more success you will have in business and life.”

**What makes me feel most passionate, excited, angry? What do I believe about the world?**

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**My unique brand point of view is…(Try to boil it down to one if you can.)**

I believe…

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