



## 5 Powerful Story Elements You Ought To Have For Business

We all tell stories - it just takes practice and preparation to enhance this ability. It helps to have a framework that will let us be more deliberate and specific with our stories.

In business, it's extremely helpful to have the following story elements in your pocket:

### **1. Something you're saying that no one else is saying.**

This is your point of difference. It immediately sets you apart from the crowd, while creating a bit of controversy and interest. It might be something like, "You can have a successful marketing campaign without any social media," or, "You can make a million dollars in profit a year working just 25 hours a week."

### **2. A success story of a client who's used a step or specific element of your problem-solving process.**

You might mention, for example, a customer who doubled his sales by making one change you recommended to his keynote speech. This is especially helpful when it comes to addressing objections. You can counter with stories of clients in just such a situation, or even use them in teaching, to address objections before they even crop up.

### **3. Something to create urgency.**

You might say of a limited-time offer, "There's a closing window of opportunity to take advantage of this." It's basically a "Why now?" scenario in which you encourage the customer to take immediate action.

### **4. A quick win.**

What can you share with a customer that they can immediately take and use? You might tell, perhaps, about the government loophole that saved a lady thousands of dollars a year after she learned about it at your event, or something similarly actionable and mind-blowing. Afraid people won't work with you afterwards? If it is your best stuff that you share, and it's easy to implement, people will still want to work with you.

### **5. Something for beginners and experts**

Think about your audience. You needn't address this for each teaching point you have. Just sprinkle a few of them throughout your speech - something for beginners, and something for experts.

Once you have these stories prepared, you can arrange them into a valuable talk. Or you can just have them ready to use when a conversation calls for them.

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