

# Storytelling Template™

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Expert Author Press

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DR. PAUL NEWTON

I designed this template to help you as a business owner to be able to own your successes and tell the stories about them in a way that is interesting and compelling to your reader.

Whenever we start a book with a client, the first thing we get them to do is tell us their success stories. No matter what their business, we want to know who they help, what problem they solve and how lives are transformed because of them. The majority of our clients have trouble with doing this because:



1. **They see their results all the time and don't realize how much benefit they provide to their customers**
2. **They don't look at the world through their clients' eyes and really feel their struggle**
3. **They can't appreciate how much better their clients' lives become because of their product or service**

Many people think they don't even have any great success stories but when we start talking to them we find out that they have lots of them. I hope this Storytelling Template helps you to recognize your successes so you can tell the stories of the lives you transform.

Using success stories in your book will help you connect with people at an emotional level and inspire them to want the same transformations in their lives.



# The Power of Storytelling

You may have heard about the power of storytelling in business and how people like Steve Jobs and Elon Musk have used it for some of the biggest product launches in history. Maybe you've wondered how you could use it in your business. Storytelling is a form of communication that can be used in almost any interaction. It's an art worth learning. If you start using stories in your communication, you will be amazed at the results.

The most effective way to connect with another person is through the power of storytelling. As humans, we are neurologically wired to respond to stories. From prehistoric times, when storytelling was the only form of communication, to today where we have so many different means of communication, there is still no better way to grab and keep another person's attention.

Princeton based neuroscientist, Uri Hasson did functional MRI studies to determine the effect of storytelling on the brain. In one of his studies, five people listened to the same story while their brains were scanned. Before they heard the story, each person's brain showed all sorts of different activities. There were no similarities between the scans of the five people because they were all thinking their own thoughts. Once they started listening to the story, their brains all lit up in exactly the same way. Hasson says that when people listen to stories, their brains become aligned.

This is an incredibly powerful discovery for the field of persuasion, especially if your role involves communication or sales. How much easier would it be to convince a potential buyer to place the order if their brain was aligned with yours?

# How Do You Use Storytelling in Your Business?

Using storytelling in your interactions with customers and leads is not that hard. You just need a framework that you can use to convey your message through a customer success story rather than a complex explanation. If you can provide a real-life example of what you're trying to say, you will be much better received than if you try to convince them with jargon and technical terms.

The beauty with telling a story is that you take the focus off of yourself and make it about the person you are connecting with. If that person can see themselves in the story you tell, their mind becomes aligned with yours and they become receptive to what you have to say.

*The story below is an example of using a story to explain how a process works.*

One of our clients, Kimberley Hopwood, is a relationship counsellor who can save marriages that are on the brink of divorce. When she explained one of her tools called "speaker-listener technique", where one person holds the floor until they pass it to the other, it sounded reasonable. When she told us about Frank and Jessica having an embarrassing blow out in a restaurant where Frank stormed out, she grabbed our attention. Frank came back to the table, handed Jessica the menu and told her that she had the floor. They used the technique to diffuse one of their typical blocks and move past it. As a result of speaker-listener technique, not only did they end up having a nice meal, they saved their marriage.

Now this is just a snippet of the story found in her forthcoming book, "Can I Save My Marriage?-- Neuroscience-based tools that make relationships work. Guaranteed", but the stories she tells get us so inspired that we keep referring her to anyone who mentions that they are having relationship problems. This story also demonstrates that Kimberley gets great results with her clients and that speaker-listener technique really works.



# Where to Find Your Stories

List 10 clients who have had success with your product or service

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

# How to Craft Your Success Stories

**The simplest way to create a customer success story is to use these four steps:**

1. Talk about a customer you've helped, their life or their business and what they wanted
2. Describe the problem they had and how it was impacting their life, their business and what they wanted
3. Tell how this customer used your product or service to overcome this problem
4. Show how the customer's life transformed into the life that they always wanted

Our client Candace Plattor [www.candaceplattor.com](http://www.candaceplattor.com) is an addictions counsellor. She helps her clients who have an addict that they love, reclaim their lives from the ravages of addiction. Here is an example of one of her success stories.

(1) Martha and Fred adopted their granddaughter Crystal, hoping to give her the life that her mother could not. (2) When Crystal started using drugs, they did everything they could to protect her. They'd give her money, pick her up at all hours of the night and even bail her out when she was picked up by the cops. They were worried sick all the time and had to stop travelling, something they enjoyed so much in their retirement. (3) Working with Candace, they learned how to stop enabling and set strict boundaries for Crystal. She kicked up a fuss for a while but eventually came around. (4) After a year of following Candace's program, Martha and Fred were amazed that Crystal was adhering to all of their boundaries and had stopped using drugs. They felt so blessed to have their granddaughter and their lives back. For the first time since the whole ordeal began, they were able to go on a cruise.

# Go Deep

Most people only scratch the surface when they first go through the four steps to creating a customer success story. They don't get beyond the obvious problem their product or service solves. If you really want to connect emotionally, you need to dig down to find the emotional pains that your clients are struggling with. These aren't things people tend to reveal right away, if ever. You either need to know your ideal client inside out or ask them questions that get them to share some of their deeper wants, needs and fears.

For each of the four steps, here are some more questions that will help you get to the underlying emotions.

**1. Talk about a customer you've helped, their life or their business and what they wanted**

- What do they like?
- What do they dislike?
- What is important to them?
- What do they value?
- How do they like to be seen by others?
- How do they see themselves?
- What does success mean to them?
- What are they most afraid of?

**2. Describe the problem they had and how it was impacting their life, their business and what they wanted**

- What did their problem prevent them from doing?
- What did they have to do to compensate for the problem?
- What has changed in their life because of this problem?
- What emotions is this problem bringing up in them?
- How do they feel about themselves when they are struggling with this problem?

### **3. Tell how this customer used your product or service to overcome this problem**

### **4. Show how the customer's life transformed into the life that they always wanted**

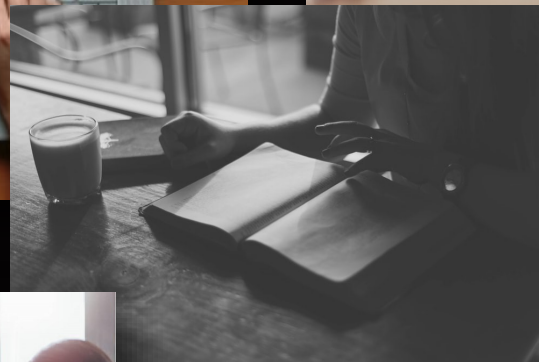
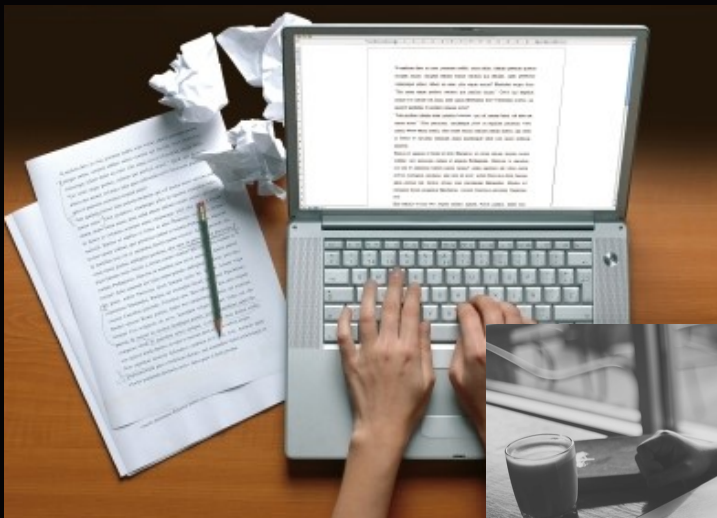
- Who else in their lives is affected by this problem?
- What is the monetary cost of this problem?
- What is the emotional cost of this problem?
- How would their life be if this problem was never solved?
- Can you describe what they look like physically, mentally and emotionally as they struggle with this problem?
- How did the customer use your product or service?
- What were the exact results that your customer got from your product or service?
- What time frame did it take to get those results?
- What changed in their life as a result of the problem being solved?
- Because the problem was gone, what else improved in their life?
- How have their relationships changed?
- How has their self image changed?
- What are they able to do in their lives now that they were not able to do before?

You don't need to include the answers to all these questions in your story. You simply want to find the right question that reveals something that is really emotionally charged for your client. You want to be able to strike a nerve in them when you describe the problem. Digging below the surface with these questions will help you to see the world through their eyes. It will show them that you really understand where they're at.



# Now Write Your Stories

On the pages that follow, you will be prompted to go through the four steps for crafting success stories. You don't need to answer all the questions. Just use them to help you find your clients' emotional reasons for wanting to solve their problem.



Client Name:

1. What did this client want in their life and their business?

2. What problem did this client have and how was it affecting what they wanted in their life and their business?

3. How did this client use your product or service to overcome this problem?

4. How did this client's life transform into the life they always wanted?

Now put your story together

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# Free 60 Minute Right Book Consultation

We know that telling good stories can be really challenging, but it is the key to writing the right book that serves you and your ideal client well. When people write the wrong manuscript, it's frustrating and hard for us to help them. That's why we offer a complimentary consultation to help you get started on the right track. Call 604-941-3041 or email us at [info@expertauthorpress.com](mailto:info@expertauthorpress.com)

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