

## Benefits Of Story Selling

What makes a successful brand?

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What are the benefits of story selling?

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What is your purpose in telling stories to potential customers?  
What is your end goal?

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### **Creating A Brand Slogan:**

**“The happy endings of your core story are implied in their slogan”**

What makes your brand different?

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What is your business best known for? What kind of reputation have you built with your customers?

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What unique services, products or customer relations do you offer that no other company can offer?

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Based on those answers, how would you briefly sum up your business?

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Drawing from your previous answers, create a slogan that you feel tells your brand's story in a sentence.

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## **Creating Your Brand Story:**

It's important that you have a well-crafted story for your brand. If you haven't already put this together, begin doing so now by going through the following questions and creating various plotlines.

### **7 Major Plots**

#### **1. Overcoming the Monster**

What are 4 common monsters people fight?

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2.

3.

4.

What are the benefits of using a monster plot?

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What hardships did you have to overcome to begin your business?

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What monsters did you have to overcome to reach the success you've achieved in your business?

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## **2. Rags to Riches**

What's the appeal of the rags to riches story?

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What were you doing before you started this business venture?

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Why did you start your business?

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What failures did experience in starting your business? How did you overcome them?

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In what ways were you exactly like your audience before you started your business? How will they relate to you?

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### **3. The Quest**

What was your quest when you started your business? What were you looking to change?

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In what ways have you achieved success in your quest?

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#### **4. The Voyage**

What voyage have you taken in your business or in your life? What new venture placed you in a strange place you didn't initially understand?

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How did you cope with your new surroundings? What finally worked for you?

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## **5. Comedy**

What are the benefits of adding comedy to your story?

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What are some memorable comedic moments you experienced while starting your business?

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Are there any other natural ways to add humor to your story?

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## **6. Tragedy**

Reflect on your life from childhood to adulthood – what great tragedies have you had to endure to arrive where you are now?

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## **7. Rebirth**

How did you overcome the tragedies you explained on the previous pages? What led you to your success?

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What would you tell others who experienced something similar to what you experienced?

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## Bringing It All Together

The best brand stories combine elements from each of these plotlines. How can you combine these various plots to create a story that will connect most with your audience? Begin writing out your entire story, including elements from each plot, on the following pages.

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