

Implementation Checklist

# Creating Stories That Sell

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**STARTUP**Club

# Your Checklist

*Use this simple 7 step checklist for creating stories that build credibility and trust with your prospect and persuade them to take action and buy what you're selling.*

The human mind tends to “think in stories”. Pure information without stories, examples and application tends to “roll off” and not stick.

However when you tell a story, the person listening goes into “open relaxation” mode, their defenses come down, and they begin visualizing what you're telling them.

Using your story is an excellent way to build credibility and trust with your Prospect --- which are both critical to persuading them to take action and buy what you're selling.

When creating your story, incorporate elements that your Prospect can relate to directly. The more your story matches the reality, experience and world of your prospect, the more impact it will have.

□ Use this formula when creating your credibility and conversion story:

- **Starting Situation** - Where you were when you FIRST started

- **Tried and Failed** - Vivid emotional story of trying and failing
- **Breakthrough** - Discovered the secret to success
- **Created a System** - Turned it into a method or product
- **Others did it too** - Others used it, got consistent results
- **You can succeed** - Now I want you to have success
- Add color and detail to fill out your story