

Attraction Marketing

For Direct Sellers

4

Step

Storytelling

Formula



Storytelling Formula

by Lynn Bardowski

Step 1: Start with a common problem you solve for your ideal customer (busy Moms, etc...):

Did you know that _____ is
a huge problem for
_____?



Step 2: Share a specific example of how you solved the problem:

I helped _____ solve this
by _____
_____.





Storytelling Formula

by Lynn Bardowski

Step 3: Explain how your customer felt about the solution to the problem:

As a result, _____ no longer has to deal with/worry about _____.



Step 4: End with an "imagine if" scenario focused on the feeling behind the solution:

Now, imagine if you had _____.
How would that feel?



EXAMPLE



Did you know that many Moms struggle to afford activities for their kids? I helped a customer (name) whose daughter really wanted to take dance classes, but they just couldn't afford it. She signed up and we worked out a plan to help her get some parties. Four weeks later she was able to enroll her daughter in ballet.

Just imagine having the extra money to do more for your kids. How would that feel?

EXAMPLE



Listen and wait for a response.

If there's a connection to the problem you solve repeat back what they said and take the next step.

Example: book a party, schedule time to chat, invite to an opportunity event, etc..



So, you're saying that you'd love for your son to play travel soccer, but money is tight.

I'd love to help.

Let's pick a party date so we can see if this is a fit for you.

EXAMPLE



If they say "no" or "not for me" ask for a referral:



Can you think of anyone who might be
struggling with (problem).
I'd love to help.



Tell me the facts and I'll learn.
Tell me the truth and I'll
believe.
But tell me a story and it will
live in my heart forever.

~ An old Native American proverb