

## Telling Your Story in Networking: Connecting Mind to Heart

March 5, 2018

- No Limits TNL, March 6th at 7:30 PM CDT at Mannatech Corp offices or [www.mannatechlive.com](http://www.mannatechlive.com) - With Al Bala... NOT TO MISS
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**Mannafest: BE THERE!! Here are some ideas...**

“NO LIMITS TNL” this Tuesday night

1. Story Telling...critical Action and SKILL!
  - a. Telling stories and having others mirror their similar stories is a part of everyday conversations.
  - b. We don't realize their value OR their importance.
  - c. Why? What I tell you about me triggers something in your mind about yourself. You open up, you identify with my experience. They open up, identify with my experience you resonate, and you remember my story. We're connecting at an emotional level, heart to heart – and you momentarily set aside the usual defenses.
2. Network Marketing skill set includes telling your story
  - a. This special skill is as critical as the 4 CORE. A critical part of any of you influencing any person to either take the products or get involved in the business begins with **YOUR CREDIBILITY**. Where does that start?  
It starts with Posture...and part of that posture is YOUR STORY.
  - b. If your story for being involved is weak, then how do they make the decision themselves?
  - c. Consciously craft your story...treat this step as INVALUABLE.
  - d. Find ways to keep it fresh...revisit it from time to time to make sure it is fresh.
  - e. Stay on the lookout for new items to add as you go as all of our lives continue to contain new experiences.
3. Does my story need to be rags to riches?
  - a. NO! Your story is your story.
  - b. What will impact another person is not JUST rags to riches...a claim that sometimes shuts people down. You lose credibility.  
No matter what your story is, it is enough!

You already have a success story so present the what when why and how others can follow.

c. If you are brand new how do you have a story?

Your reasons for getting involved, and where you see yourself going are equally powerful. Your why for choosing the business.

In fact, can it not even be more powerful because you are sitting where they are! You have...it's about the benefits you're receiving or expecting. You have intent and vision. This attracts like-minded people to you. And that's enough.

d. How do you know whether to talk business or to talk products? Easy, I lead with business as we can always fall back on products. Unless you know...by your discovery. But remember, assuming one thing can be problematic.

e. Bottom line: No matter where you are in your journey your story provides the personal connection, the hope, and the real-life inspiration people want, need, and even yearn for.

4. How to draft your story

a. How long? 30 seconds to 90 seconds maximum.

b. 4 steps to build your Story:

1) My life was like...(background, "exposition")

2) What I disliked the most ...(pain, "conflict")

3) What I found...(solution, "decision")

4) Now what is my life, the future.... (incredible future, "resolution")

5. Where does it come into a prospecting interaction?

a. Upfront? No foundation, no credibility so less impact.

b. At the Presentation Stage: Most important as that is when they are ready to be "sold"

c. At the close, they have already drawn too many conclusions for themselves.

6. In reviewing my downline and their attempts

a. Keep it simple

b. Do not review the 8 reasons life was hard...overwhelm and confuse people

c. No "bunny trails"

d. Knowing the PAIN is the most important as that is what people relate to so truly have that clear.

e. No matter how long in Mannatech, people don't just buy results, they buy into belief, a future!

Take the time to do this...NOW!!

## **Examples:**

Here are a few:

### **First:**

*I was a lawyer and business woman... What I really disliked was I had no time...working 60-70 hours per week. I felt I was losing the opportunity to be a great parent, a great sister, a daughter who supported her aging parents in a way that really honored them.*

*Then I found Mannatech...first just the products which I really thought would help my dad. After his incredible results in just 3 months, I looked at the business model and realized this was a **way to live my life on my terms.***

*Now, I have become the leader of the entire family, caring for my folks before they passed, spending invaluable time with my siblings as well as financially helping them as they have great needs, and traveling the world with different charitable and mission foundations.*

*The present and future couldn't be better...I feel so blessed.*

### **Second:**

*I have been working 10+ hour days for Schwan Foods for over 30 years. I can honestly tell you I have been overworked and underpaid, as I watched my life go by without the time I would have liked to have spent with friends, family and freedom to do what I really enjoy which today involves my awesome grandkids. What makes it even worse is they changed their pay structure to make it even harder to earn a fair living, and here I was so loyal and dedicated thinking all of that would pay off! My lovely wife is now working her own business to support our lifestyle.*

*Well, recently I found a great company with terrific health products and you know what? I am no longer trapped. They have a terrific pay plan that allows me to work for myself, making whatever I choose on my time! I'm now excited about my future...retire my wife, and create monthly income by just helping out lots of people live healthier lives both financially and physically. The future couldn't be brighter!*

### **Third:**

*My initial employment involved drug research and how drugs affect the human body. I felt exhausted and empty by that experience as I had always been committed to health and nutrition. When my husband who is a doctor joined the staff of a nutritional supplement company, I thought maybe they would have some products that interest me. However, it was not until I saw him use the products and have incredible health results that I was totally sold!*

*I started on them myself, and soon thereafter, also experienced a dramatic improvement in my health. So, I quit my job and began supporting others with greater knowledge and the way they too could experience a very healthy lifestyle. Here I am, 10 years later, loving what I do every day which is contributing to people everywhere while enjoying the best health that I have ever experienced!*

*My future couldn't be brighter and I would love you to have you take a look.*