

"Stories that Stick"

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April 13, 2020

- Weekly Product and Business Meeting – Every Saturday, 10 AM CT.
<https://zoom.us/j/215452258>
- Next TNL, April 14th www.allaboutmannatech.com
- Mannatech 3 Lap Mini Incentive - Where are you in the incentive for the second lap?
- Update on The Perfect Storm

"The moment you take control of your stories, you take control of your business and your life."

Intro:

Stories are one of the latest and greatest business tools...they can help leaders better communicate to motivating sales teams, and winning customers.

4 Types of Stories:

1. the Value Story: to convince customers they need what you provide
2. the Founder Story: to persuade investors and customers your organization is worth the investment
3. the Purpose Story: to align and inspire your employees/business associates and internal customers
4. the Customer Story: to allow those who use your product or service to share their authentic experiences with others.

Everyone has 4 stories and telling them effectively separates the good from the BEST in the business so let's be the BEST!

1. The Gap in your Business

- a. Always obstacles...think of them as gaps...between where you want to be and where you are.
- b. Sales gap: if you can sell better, recruit better, build better, connect better - you WIN. Bridge the gap to WIN.
- c. Elements to bridge the Gap:
 - 1) must capture **attention** and captivate the audience
 - 2) **influence**...to cause the person to take action
 - 3) so never have to bridge gap again, you want to create a lasting impact leaving the "audience" changed (**transformation**)we default to what is easiest or flashiest and as a result our bridges are flimsy
we tend to *Talk at people instead engaging with them*
we read stuff off the screen instead of telling them

Goal: how to build bridges that last and close the gaps once and for all.

2. Gap Building Solution

- a. What are you known for? More important was why they buy?
So, to cross the barrier, the number 1 approach is with storytelling.
- b. Must be careful not to lose awareness in the story
- c. Captivation...where attention metamorphizes
- d. Once a person emerges from a story they are changed.
A story's transformative power can also extend beyond the recipient...it sometimes can transform the message itself.
- e. Know what it is that makes a customer buy...

Take for instance gum: one of the most critical aspect was the social aspect of sharing it with others. "Gives you the Feels" is the category on ads/sales you want to receive. so how do you emotionally connect? Your story is so much more than about the product. *"Storytelling is one of the most powerful business building tools in existence ...it captivates influences, and transforms customers, stakeholders, talent and beyond closing the gaps in business with bridges that last."*

Stories are incredible. Need to trace from where the story came from and where they find their home...**in the brain of the receiver.**

3. Where do stories begin in the teller and where they find their home in the receiver...their brain!

Story... hacking the nervous system to captivate, influence and transform.

a. Stories captivate and influence the brain, but they also transform it. We remember better when we hear stories. "The narrative is over, but the effects linger." *If you pay attention to the stories and become emotionally engaged with the story's characters, then it is as if you have been transported into the story's world.*" Paul Zak

b. Stories work so you have to have them

But, not all stories are created equal. "A lot of stories suck."

4. What makes a Story Great

a. Components of a Great Story:

- 1) Identifiable Characters
- 2) Authentic Emotion
- 3) A significant Moment
- 4) Specific details

b. 3 pieces that make up the Seller Storytelling Framework

1) Normal: start with establishing **the normal** (example of immune system: statistics of how ill we are and our immune system)

Include a few details that create a sense of familiarity for the audience drawing them in.

2) Explosion: not drama but rather this is simply "the happening"

It can be small or big, it's the moment things change...good/bad different doesn't matter

3) New Normal: share what life is like now...after the explosion. Enhance the message NOT to just entertain!

NOTE: marketing jargon IS NOT a story.

5. The Four Essential Stories...The Tales Every Business Needs to Tell

"Marketing is no longer about the stuff you sell but about the stories you tell." Seth Godin

a. The Value Story...to convince customers they need what you provide

The gap between the problem and the value of the solution

The gap between the product and the value to the customer.

1) the information challenge...we try to close the gap with features and functions.

2) *"And while more data or details or logical explanations are often what the audience expects you to say, if your goal is to convince them of the value you are offering the facts may do more harm than good."*

Cognitive ease versus cognitive strain. So, if you believe the value of your product is obvious, then make it so. A system 2 experience can ruin an otherwise great experience.

A Value Story gives System 1 the ability to do what it does best...go with the flow, accept the Story as told.

If you can't talk about your product or show it, what would you tell a customer? Forget the product what's the problem? Who might use your product? They are humans so they respond to stories.

A components breakdown:

- a) Identifiable character... the greatest mistake of marketing is to put your offer at the center of everything instead of the person you offer it to.
- b) Authentic emotion... to determine what they really want, imagine them at the end of the day. What problem are they seeing in bed on the ceiling? What keeps them awake?
- c) A moment...a specific moment in time the audience can see vividly and specifically....a moment in the story where something has changed.
- d) Specific details...how well you know your customer. Add those items in the story (children, grandchildren, single, etc.)

The real value of a value story: to illustrate value in a way nothing else can.

- b. The Founder Story...how entrepreneurs use Story to attract Customers
 - 1) Your story about how it all started. If approaching business builder your story is important here. Customer? not so much.
 - 2) Focus on life changing impact for you...or where you see yourself going. Why blend in when you can differentiate?
 - 3) Possible to tell the Mannatech beginning story? Probably not. Does the Aloe story work? All of those who were in it are gone...Dr Mac, etc. so not for me.
- c. The Purpose Story...great leaders use story to align and inspire
 - 1) Purpose over profit...align around a goal. Not again for consumers per se but for those who have a heart for contribution. M5M is big but so is having answers for people!
 - 2) Easier for team leaders in the company (or in your business) versus prospect
 - 3) Purpose stories live and die on how well, how strongly the story supports a specific message. So, be careful your prospect does not say "*What was the point of that?*"
- d. The Customer Story...most influential because carry credibility if done right
 - 1) 85% of consumers trust online reviews as much as personal recommendations Consumers read an average of seven reviews before trusting a business...but not as impactful as a story.
 - 2) Unique story...capture stories of those who have used the products ...arguably the hardest of the 4 types of stories. Customers also on lookout for fake stories. 48% who say what they read on-line may not be true. This is why YOUR STORY carries so much weight if told properly. This is not same as Value Story!
 - 3) A customer story has a unique twist. It is told by the customer himself. See example.

Eliminates Stink Completely

Breast cancer runs in my family, so I started trying natural deodorants to lower my risk. One particular "like" product with similar ingredients left chemical burns on my underarms. It was 4.00 cheaper. I tried others, but they don't work past walking out my front door. I live in the south so it's humid and hot. I sweat a lot and I was nervous about giving up antiperspirant. I reluctantly ordered Native because it was so pricey in comparison. I'm 100% glad I ordered it. It truly doesn't take much and it works in the hot and humid south. No stink all day!!! Now if I could slather my dogs in this stuff my world would be stink free. :-)

And this little ditty from Carolyn D.:⁴

Active Grandmother

My granddaughter left hers on my bathroom counter and I decided to try it. I have tried so many brands in my seventy-seven years that I was truly amazed that I no longer had an odor after biking or or paddleboarding. I am just now placing my first order of the coconut/vanilla. Can't wait!

Those tiny details matter!

4) How to get the customer Story

Rule 1: You must ask. Give your new customers a bonus product if they write up a testimony...or you listen and write it up.

Rule 2: Ask the right kind of questions that will get the most impactful responses.

Rule 3: If a customer story falls in the woods, who will hear it? Where are you using them? Quarterly newsletter to your downline? Your prospects?

If you are relying on the company to get these...never! They are so automated and disconnected, you need to pursue.

"Branding is what people say about you when you're not in the room." Jeff Bezos

6. Create Your Story

a. Finding Your Story

"To be a person is to have a story to tell." Isak Dinesen

The problem isn't that you don't have them...it is finding them!

2 burning questions to find them:

1) Story collection...just brainstorming (brain dump)

Tell your Mannatech experiences...ask over and over...until nothing comes out

Getting better stories requires asking better questions. Our stories are attached to nouns...the people, places, things and events.

2) Ask about

a) Firsts...first issue, first job, first MLM experience, etc. Could be what you add to your story.

b) Customer objections and questions "So why don't customers choose your products?" Dig in your brain and add things to your story to counter those.

3) Finding Stories in the "Moment"

Moments in your history that could with a little crafting, bring a bigger message to life.

b. Crafting Your Story...after a) above, collection of story ideas...now craft one!

1) Make a story compelling for the person who reads it, hears it, sees it.

2) Remember:

Normal:

Explosion:

New Normal:

3) No tricks, no gimmicks necessary. "The story should be as long as it needs to be."

But what can you say on an elevator ride that causes the other person to want to jump off and learn more?

Start with complete story and then cut it back for more concise approach.

"Typically stories are 3-7 minutes in length and it's your job to spend those minutes wisely."

4) Avoiding common crafting pitfalls

a) Must be crafted to support your goals...

It must be built to create the exact results you are wanting!

b) Don't cut the details that enliven the story to be real.

c. Telling Your Story

"What moves people is someone who is credible."

1) "Almost all the problems in storytelling aren't so much story problems as they are problems with the teller getting in the way of the story." Find one that resonates with you and it will almost tell itself.

2) Be ready for questions...and respond with stories. What are those common questions?

The Four-Story Cheat Sheet

	Value Story	Founder Story	Purpose Story	Customer Story
Purpose	More effective sales and marketing	Increased confidence in investors, partners, and employees	Team, organization alignment	Sales and marketing, fostering excellence
Primary Audience	Prospect / Customer	Stakeholders	Employees, teams	Prospect / Customer
Who Should Tell It	Marketers and salespeople	Entrepreneurs	Leaders, executives, and managers	Customers and companies