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# Compelling Story

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**REMEMBER:** The Compelling Story is your way to share what we do through a story people can relate to. You are getting their attention through sharing a story. Whether selling products or sharing the business opportunity, you want people to emotionally connect with what you are sharing.

Sharing your compelling story should be done with **RELAXED CONFIDENCE**.

You are the **EXPERT**. You are an expert at finding the gap and connecting people with a team that can help them close the gap in their lives.

## **BRIEF CONNECTION:**

If you make a casual connection, feel free to still exchange information so you can follow up later and share your compelling story.

I really enjoyed meeting you. It's often not what you know but who you know. Let's stay in touch.

## **COMPELLING STORY:**

### **YOU ARE TELLING A STORY!**

"My answer is a little longer than most."

1. Where were you in life?
  - What were you doing when you met this team? Your job, school, etc.
2. What is the gap you noticed?
  - Why were you open to opportunity? What were your needs?
3. Who did you meet?
  - Share a little about your coach
4. Why did you listen to them?
  - What was the fruit on the tree?
  - How had they closed the gap in their life?
5. Where are you going now?
  - What do you see for your future now because of this team.
  - Show sincerity, enthusiasm and belief in the direction you are now going.