



Arming your fans

How do you react when people ask you what you do? Don't say what you do – tell them what you achieve! People remember stories and they love to tell them. The trick is to get them to tell your story. There are certain key elements which give a story drama and make it memorable. The key elements are:

- 1 **The Situation** - perhaps the job title and the industry (ten words or less)
- 2 **The Pain** - the real underlying pain why did they spend money (15 words or less)
- 3 **What they needed** - expressed as a capability (20 words or less)
- 4 You then say "I gave them this" (Nothing else)
- 5 **The Measurable Effect** - as precisely as possible.

An example from my collection "What do you do Tony?"

Well let me tell you about one of my clients,

A business owner offering driver training services to business. (1)

She was working hard, losing money and going bust. **(2)**

She needed to be able to identify the most important job, focus on it and put the rest aside. **(3)**

I gave her this capability. **(4)**

She said, "After just three hours working together I have moved from thinking "This business is doomed" to "I can see how I can drive forward to success".

She went on holiday knowing she was in complete control, profitable and growing. She recently won an entrepreneur's award from Business Link. **(5)**

Your story

- 1 **The Situation**
- 2 **The Pain**
- 3 **What they needed**
- 4 **"I gave them that"**
- 5 **The measurable effect**