

Story Selling System (SSS)

The Principles & Tactics Of Storytelling

Why This is Important:

1. Storytelling is one of the fastest and most effective ways to gain instant trust - We automatically place ourselves in the story and become connected to the speaker.
2. Teaching important lessons through stories is an excellent way to help the listener quickly come to the "correct conclusion" without having to deal with the normal defensive thinking that they would have if they were being spoken to directly.
3. In this day and age, being affiliated with a brand or person that has ethics and morals is more important than ever, unfortunately trust is lower than ever before. Telling your personal story is an essential step on the path to big impact.



The Structure:

1. **Situation** (Start)
2. **Friction** (Conflict)
3. **Aspiration** (Desire)
4. **Evaluation** (Approach)
5. **Realization** (Transition)
6. **Evolution** (Transformation)
7. **Dedication** (Mission)

Key Elements:

1. Your Story is NOT About YOU.. Ask these questions before telling your story in public..

- What is my audience currently feeling?
- What do they want to feel?
- Have I ever felt that way?

Those three questions can be the foundation of your story.

Overview:

In order to maximize your ability to tell an effective story, you should focus on 3 important areas...

- Your **Clarity** (Cohesive & Understandable)
 - Does it follow a format that keeps the audience connected?
- Your **Engagement** (Maintains Their Attention)
 - Does it fall under "Who cares?" Or "Me too"
 - Are you using correct bounces to help the audience feel how it relates to them?
- The **Journey** (Ordinary To Extraordinary)
 - Does It Show Your Evolution As A Trusted Mentor?

Wilde Story Selling System (SSS)

The Stages Of A Personal Story

Stage 1: Situation (Start)

Expert Tips:

- Hop in quickly
- Help the listener experience the scene visually
- Help the listener experience the scene auditory
- Help the listener experience the scene kinesthetic

Remember:

- The listener should begin to form an idea of how their life is comparable.

Stage 2: Friction (Conflict)

Expert Tips:

- Explain the conflict and why it was a tough situation
- Explain the thought process
- Help the listener understand your conflicted feelings

Remember:

- The listener should now feel what you felt.

Stage 3: Aspiration (Desire)

Expert Tips:

- Further explain the dilemma by describing your desired outcome
- This creates a seemingly hopeless situation
- Help the listener understand your sense of frustration from where you were to where you wanted to be
- Explain the importance of your goal

Remember:

- The listener should now want to reach the goal with you.

Stage 4: Evaluation (Approach)

Expert Tips:

- Explain the decision you made
- Explain why you made it
- Discuss the plan
- Discuss the feelings you had at that moment

Remember:

- The listener should be connecting parallels in their own journey on how they can commit to a change.

Stage 5: Realization (Transition)

Expert Tips:

- Your story should have taught you something unexpected
- It should create a future and mindset that you weren't expecting
- The listeners need to go through this journey with you to understand more about you and your product

Remember:

- The listener should be connecting parallels in their own journey on how they can commit to a change.

Stage 6: Evolution (Transformation)

Expert Tips:

- This is where you show the listener who have you become through your story/transformation.
- Listeners want to see the 2.0 version of yourself and are attracted to "developed" and "experienced" people
- Use this time to describe all the benefits of what life has offered you now that you have made this transformation

Remember:

- The listener should be excited for you, but also hopeful that they can also achieve the goals that they want, just like you have.

Stage 7: Dedication (Mission)

Expert Tips:

- This creates the full circle, of why you have now dedicated yourself to helping others, or why you are the best fit to help them
- People are attracted to movements, so this is the time you show them how you have dedicated your life to this new mission
- The story should all come together nicely and transition nicely into what comes next

Remember:

- The story was told for the listener to gain trust and credibility in you and your product

Tips on Story Telling

B.A.S.E Method

Base
Auditory
Sight
Emotions

The Three Story Building blocks

- 1.**Recognize:** What negative emotions is the audience *currently* feeling?
- 2.**Relate:** Have I experienced these emotions?
- 3.**Resolve:** What emotions does the audience desire to feel?