



Kellan Fluckiger's

Speed to Profit Marketing presents...

Live Event - Phoenix, AZ March 24 - 26, 2014



www.SpeedToProfitMarketing.com/Event

As Seen On



WALL STREET SELECT

The Miami Herald



How to Use this Story Template

This template will help you take important incidents in your life and turn them into powerful connection points between you and your potential client. In other words, These stories...your stories, will help you create rapport and trust with your potential client.

For FASTEST and BEST results, please read through this document in its entirety and digest its purpose BEFORE you start creating your stories with the questions.

After reading the template, start experimenting with incidents in your own life. Then, answer the three questions at the end of the template about each different story. Continue experimenting until you can tell a story easily, naturally and in just a few sentences in a way that connects with your ideal client or avatar.

As your stories become natural, you will use them in conversation, in videos, and in sales copy to create the "know, like and trust" element that is so essential to creating relationships. In addition, you will be on your way to becoming "the answer" because they begin to "know" you.

Like anything, practice makes perfect, and the more you practice, the easier and smoother it gets.

Kellan

Kellan Fluckiger, Founder and Creator – Speed To Profit Marketing

Email: info@kellanfluckiger.com

Call Toll Free: 1-877-585-3119



Kellan Fluckiger's

Speed to Profit Marketing presents...

Live Event - Phoenix, AZ March 24 - 26, 2014



www.SpeedToProfitMarketing.com/Event

As Seen On



WALL STREET SELECT

The Miami Herald



PERSONAL STORY TEMPLATE

You are Unique.

You are Different.

You Have Experienced Life in a Completely Different Way Than Anyone Else.

Your Gifts and Talents are Different from Anyone and Everyone Else.

Your Strengths are Unique.

Your Perspective is Both Individual and Valuable.

The single most important factor in creating your particular value in the marketplace of today is YOUR Personal Story

- Kellan Fluckiger

The single most important factor in creating your particular value in the marketplace of today is YOUR PERSONAL STORY!

The events that have shaped your life.

The skills and talents that you have naturally, and those you have developed.

Your unique perspective and special ability to touch people and teach people that is different from any other person.

Among the hundreds and perhaps thousands of people who provide a product or service that is similar or almost the same as yours, what makes you different? Why are YOU 'THE answer' and NOT just 'an alternative.'

The answer to this critical question is the secret to your success in the noisy world online.



Kellan Fluckiger's

Speed to Profit Marketing presents...

Live Event - Phoenix, AZ March 24 - 26, 2014



www.SpeedToProfitMarketing.com/Event

As Seen On



WALL STREET SELECT



PERSONAL STORY TEMPLATE

How do you quickly set yourself apart as being totally unique, absolutely different and completely special to those who would benefit most from your product or service?

The KEY lies in your ability to connect with your prospects in a way that NO ONE ELSE can duplicate, and then...provide unique and exceptional value that comes from that place.

THIS IS THE MAGIC:

Your ability to relate to, understand and help your prospect intuitively and effortlessly because your uniqueness is EXACTLY what they need to completely solve their most pressing problems.

First: Imagine being able to find a solution to a pressing problem that you have that is exactly matched to your needs. This is incredible, it is exactly what you need and basically, priceless.

Second: Imagine being able to understand completely and have the best possible solution to a massive challenge faced by your perfect prospect.

See in your mind the joy of helping them solve their problem completely and almost without effort because it so perfectly aligns with your special skill.

You know this is possible, and the prospect makes you so excited that you can hardly contain your enthusiasm...

But how do you find them, or more to the point, how do they find YOU?

They will only know that you are their perfect answer if they know you well enough to have that connection and feeling.



Kellan Fluckiger's

Speed to Profit Marketing presents...

Live Event - Phoenix, AZ March 24 - 26, 2014



www.SpeedToProfitMarketing.com/Event

As Seen On



WALL STREET SELECT

The Miami Herald



PERSONAL STORY TEMPLATE

This Is Where Your Personal Story Comes Into Play

You can explain all day long how great your ideas, experience and knowledge are, but, until your prospect feels like you completely understand their situation, desperation and deep need, you will just be a lot of “noise” to them.

The solution lies in learning to tell your personal experiences in the language of, and more importantly in the emotional context of your prospects’ problems.

The following questions will help you reframe all of your experiences in such a way that they can benefit your prospect immediately and give you instant credibility as the pinnacle of perfection with respect to helping them with their deepest desires.

There are three (3) types of incidents in your life that are useful in creating ‘The Story’ that helps your clients and builds your credibility. This is not the only way to think about important incidents, but it is a very useful way since each type of incident is quite different.

1. Things that happened to you. These might be bad or good. Negative examples include sickness that was/is severe, abuse, frightening situations, divorce (your own, parents), etc. Positive examples might include very special experiences or places, special insights, spiritual experiences, overcoming challenges, etc.
2. Milestones in your life. These might include graduation, starting school or college, marriage, getting a degree or drivers license, first job, new job, moving, winning something big. These are usually events or things that we foresee, work towards, or expect to happen, so the effect is stretched out over time.
3. Work related incidents. These will overlap the first two categories. I list them separately because often our work is a large part of our life or worth. These might include special assignments, special recognition, major setbacks or problems, loss of career or complete change of direction.



Kellan Fluckiger's

Speed to Profit Marketing presents...

Live Event - Phoenix, AZ March 24 - 26, 2014



www.SpeedToProfitMarketing.com/Event

As Seen On



WALL STREET SELECT

The Miami Herald



PERSONAL STORY TEMPLATE

After identifying a number of incidents in each category...

Answer the Following Three (3) Questions to Make Them Useful in Discovering, Developing and Delivering YOUR PERSONAL STORY

1. What happened: this is simply a description of what happened in the incident and how it affected you at the time. What did you think? What did you feel? What did you decide?
2. How did this incident shape your attitudes, decisions and behaviors? What did you do differently after the incident and why? Why was the incident powerful in shaping some part of your world view?
3. How will the things that you learned or decided be useful in helping your client learn, grow, expand, avoid mistakes, serve their clients or make money? Be specific, since this is the part where your experience connects with their need.

If you are interested in having Kellan help you unlock and discover your own personal story to help you literally blow your business up, contact Kellan at info@kellanfluckiger.com and set up an appointment today.