

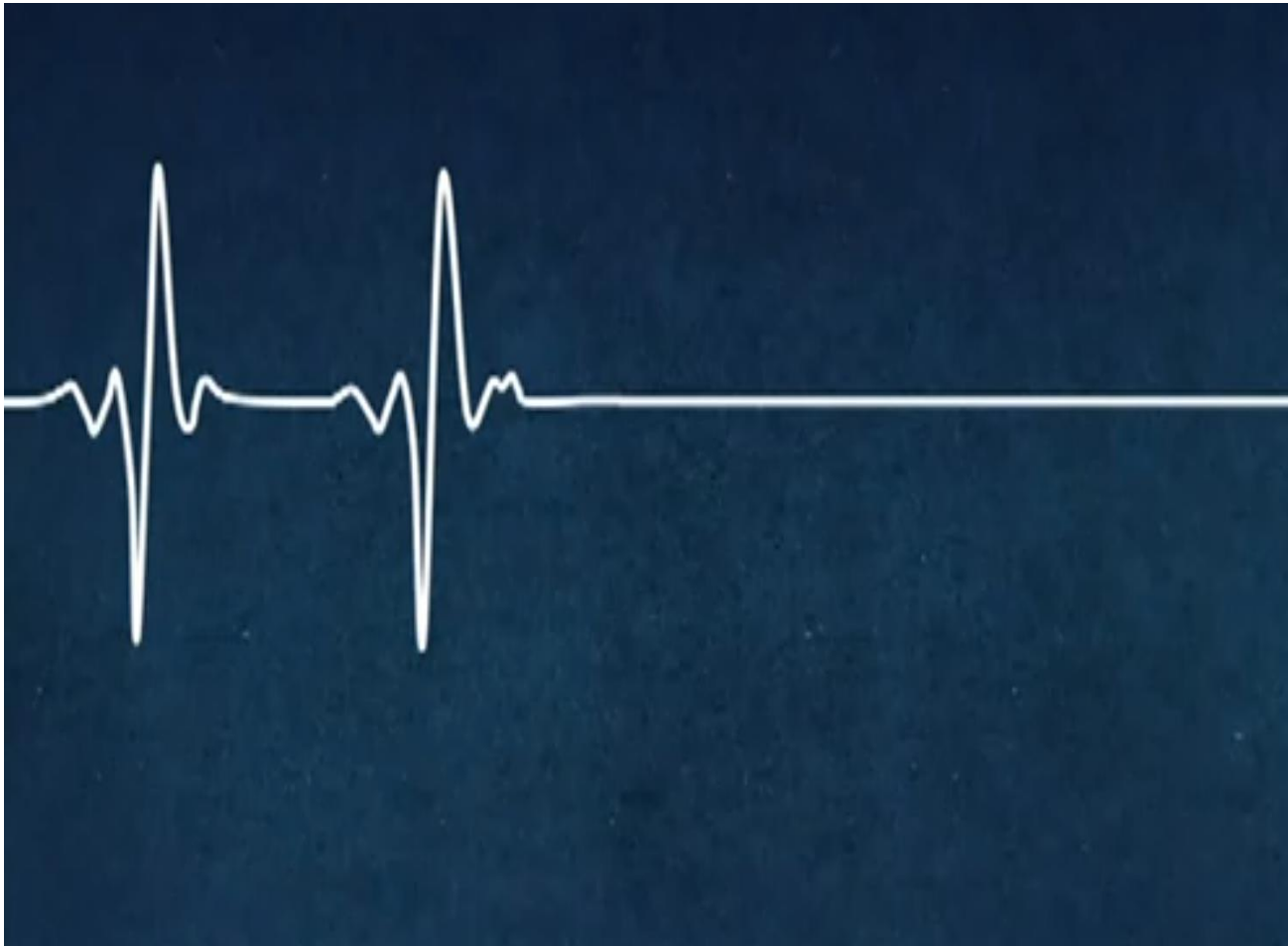
How to tell your Story Workshop

Why tell a story??

- Facts Tell - Stories sell
- Stories engage the prospect – facts bore them
- Stories build relationships – facts don't
- Your story makes you relatable and real
- Your story reduces the 'salesman' pitch



**YOU GET A PHYSICAL REACTION TO A
STORY**



Presentations Flat Line

Derek Tillotson – Getting Started_How to Prepare Your Story

Your Background

- What did you do (or do still)
- What did you like about that career?
- What didn't you like about that career?
- What made you open to taking a look at NuSkin?

How did you hear about NuSkin

- How did you hear about NuSkin?
- What were your first impressions? What got you excited and what made you decide to get started with NuSkin?

(Remember less is more – sell the sizzle not the steak...)

Where are you going with NuSkin?

- This is your chance to share a little bit of your heart, your Why, and your dream...

It is powerful as it pulls them in and engages them

Be prepared to be a little vulnerable

Invitation

- Extend a simple invitation to them such as
“I dont know if this is right for you, but are you open to taking a closer look at this?”

Tips

- Best invite is kept under 1 minute
- Practise makes perfect – practise all the time!!
- Dont forget to smile and relax 😊

Now lets start....

- Write your story
- Share with your partner
- Listen to their story
- Give feedback.....