

3 Must Have Stories

Brainstorm your own stories for each of these plotlines, because you will use them over and over and over again....

1. The Challenge Plot: When were you the underdog?

2. The Connection Plot: Did you ever bridge a relationship or class gap? Do you know of someone who did?

3. The Creativity Plot: When did you have a mental breakthrough, or know of one

How to Tell The Stories

(for the most effective sales emails)

Where do we **begin** the story?

- At the Start
- On the Battlefield or Conflict
- The End

Who is the hero?

- You
- Your reader
- Third person (case study)

What is the pain, problem, or conflict?

- dig deeper... and tell us “which means...”
- dig deeper... and tell us “which means...”

What does your participant or donor really want?

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What's the external conflict? (health issue, work demands)

What's the internal conflict that they might not confess out loud?

How can we twist the knife even more? Agitate. Raise the stakes? What more could go wrong? (thank you Don Maas)

Why won't other options (or your competition) work?

What is the result, ending or aftermath?
