

4 PART STORY EMAILS

1. Story

2. Meaning of Story

3. Meaning for my business

4. CTA

HOW TO COME UP WITH STORIES

- ▶ People will do anything for those
 - ▶ who encourage their dreams
 - ▶ justify their failures
 - ▶ allay their fears
 - ▶ confirm their suspicions
 - ▶ help them throw rocks at their enemies.

EXAMPLE

- ▶ Justify their failure
 - ▶ being overwhelmed by emotions when I should know better as a person who does transformational work
 - ▶ "I cried"
 - ▶ 4 parts
 - ▶ I was overwhelmed and cried
 - ▶ It is ok to be overwhelmed and cry
 - ▶ I hear it from my clients all the time
 - ▶ Listen to this podcast

EXAMPLE

- ▶ Confirm their suspicions
 - ▶ People don't see me as I truly am
 - ▶ 4 parts
 - ▶ In & Of Itself
 - ▶ People are seen for who they are and are moved
 - ▶ Tapping is an amazing tool for feeling comfortable enough to be around self and be seen
 - ▶ Sign up for comfortable in own skin training