



**POWER OF  
SHARING  
YOUR STORY**



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**First impressions are important. We all know it.**

Grow your business through the power of sharing your story.

Everyone has a story!

The way you position yourself in the eyes of your prospect or event audience can have a huge impact on your ability to connect and convert them. You see, people do business with those they know, like and trust. So the question becomes: Can you get someone to know, like and trust you?

The answer is a resounding yes. And here's how...Understand the power of sharing your Story!

The best Network Marketers are good storytellers. When you share your story it should be easy for the person listening to see themselves in your shoes. Share with them your compelling story, how the company impacted you, share how it has helped or changed you, and why they should want to come on a journey with you.

I want to challenge you to write down your story today! Take time to get clear, write down your story and then memorize it so it's a part of your normal language.

# S Sharing Your Story

**"Facts tell, but stories sell"**

People will forget 90% of any facts you share, but they tend to remember vivid compelling stories

Sharing Your own story is your most powerful tool in growing your business and impacting lives.

People want to know why did you get started and what has the business done for you. Sharing your story and the story of how this business has impacted others is what will attract others to consider joining your team! It doesn't need to be perfect—you can always improve your story as you gain more experiences. If you are new to the business, focus on your vision for what this business will do in your life. To create an effective business story, use this acronym: **P.L.O.T.**

- **Pain** – What is/was your background and what areas of your life were you dissatisfied with that made this business attractive to you?
- **Lesson** – What did you realize that you needed to do in order for things to get better? (ex. I realized we needed another stream of income in order to reduce financial stress.)
- **Opportunity** – What are the features of the business are exciting for you? Why is this an awesome opportunity for you? (i.e., I can fit it into my already busy schedule, while earning a part-time income.)
- **Triumph** – What have you already accomplished with your business or what are you going to accomplish that will be a triumph to celebrate? (i.e., pay off debt, be home with my children, etc.)



# How to Craft your STORY. Facts tell, stories Sell

Think about and answer these questions below to create your **story**.

BACKGROUND - Answer these questions to assist you with constructing your story.

- **What was life like before you Joined PlanNet Marketing?**

- **Were there any negative emotions associated with that?** (Ex: were you over worked, were you absent from your childrens events, were you overworked and underpaid, passed up for promotions, Living from paycheck to paycheck) ?

- **How were you introduced to PlanNet Marketing?** (Ex: a close friend invited me to a travel party at their home, A co-worker invited me out to a business overview, Someone I met online invited me onto a zoom, I saw a video on Youtube, etc)

- **What attracted you to PlanNet Marketing?** (Ex: Was it the Leadership, the culture, the product, the aggressive compensation plan, the PlanNet Pledge, your sponsor?)

- **Describe the results or experiences that you have experienced since joining PlanNet Marketing or changes you're hoping for?** (Ex: I have been able to pay off debts, I have been able to replace part-time job, income I earn on a part-time basis has allowed me to travel, I have been able to purchase a new automobile, Enter my child in Dance, send them abroad, pay for their extra cirricular activites)

• **How do (or will) those changes affect the quality of your life?**

What is the emotional impact will it have on your life? (Ex: through self development I have be-come a better person, better parent, I don't have to say No to things, I should say yes too)

**NOW TIME TO CREATE YOUR BUSINESS STORY use this acronym: P.L.O.T.**

• **Pain** – What is/was your background and what areas of your life were you dissatisfied with that made this business attractive to you?

• **Lesson** – What did you realize that you needed to do in order for things to get better? (ex. I realized we needed another stream of income in order to reduce financial stress. I needed to create a Plan B, to help pay the bills, I needed to supplement my income, so I could travel or do the extra for my children)

• **Opportunity** – What are the features and benefits of PlanNet Marketing that are exciting for you? Why is this an awesome opportunity for you? i.e., I didn't have to quit my job, I work the business on a part-time basis and fit it into my already busy schedule, With the extra income, I've been able to earn part-time, I have been able to pay off some debts early.)

• **Triumph** – What have you already accomplished with your business or what are you going to accomplish that will be a triumph to celebrate? (i.e., pay off debt, be home with my children, I have made a return on my investment, Hit Directorship, been able to earn six-figures, travel to \_\_\_\_\_, etc.)

# COMPLIANCE

Now that you've drafted your Business Story, please make sure that it is compliant with the company and industry guidelines. Below are suggestions that will help your story be both compliant, and maintain the integrity and emotion of your PlanNet Marketing experience.

- Do not make absolute income claims. Instead, communicate general ways that the additional income has helped you or made it possible for you to say "yes" more often.
- Point them to the income disclosure statement For the official Earnings Summary, Found on your PlanNet Marketing Website, under compensation Plan.
- Avoid phrases that could imply "get-rich-quick" or "never have to work again" "Fire your boss" such as "unlimited residual income, unlimited income, glass ceiling, quit your day job, time freedom." Instead, use more general phrases like "extra income, job flexibility, time flexibility, increase your quality of life, supplement your income, say 'yes' more often, gave me more choices, helped pay for \_\_\_\_\_, etc"