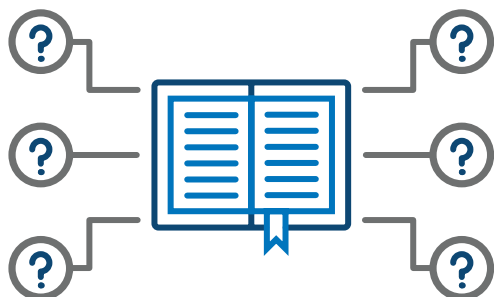


The objective of storytelling is to help individuals understand who you are, why you do what you do, make a connection, and ultimately build trust. Incorporating the information below will assist in building a founder's story.



Why and Proof

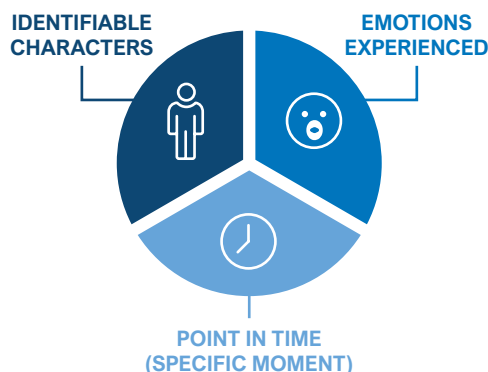
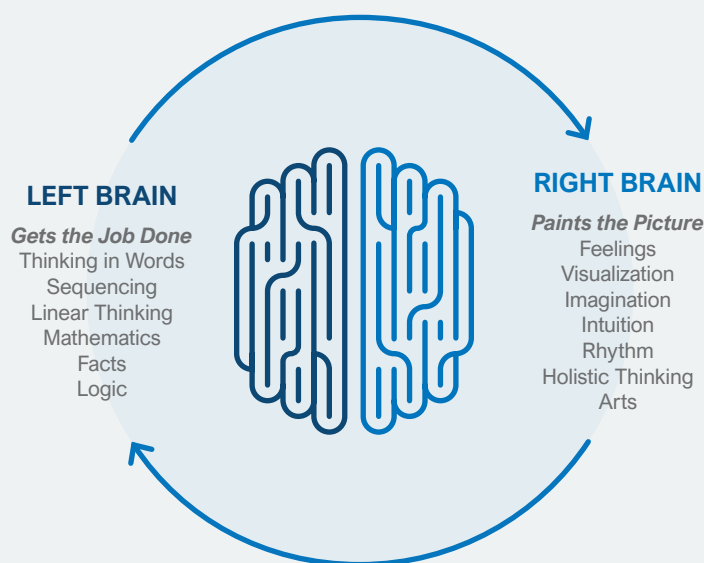
Storytelling works because it allows our brains to respond to content by looking for the story to make sense out of the experience. While engaging us through emotions and connecting us to others, storytelling acts as the pathway to activating our right brain and triggering our imagination (where you become a participant in the narrative).

Science of the Brain

The left and right hemispheres of the brain are responsible for different thought activities, but both are vital parts in selling. Research shows that 10 to 20 percent of the left brain and 80 to 90 percent of the right brain are used in sales success.

The brain also consists of a chemical called oxytocin which plays a pivotal role in building trust and increasing generosity, charitability and compassion.

In order to fully engage the left and right brain and release oxytocin, a story must follow the sequence of story + data + story + data and end with a problem solved.



Elements and Structure of a Story

A successful story has three key elements. Identifiable characters, an emotional experience, and a specific point in time. Utilizing names, descriptions, feelings and setting are great ways to incorporate all elements and help the listener feel a deeper connection.

Developing the Founder's Story

The objective of the founder's story is to help individuals understand who you are (principles and values), why and how you came to be a financial advisor, make a connection, and ultimately build trust. Incorporating the answers to the questions below will assist in building a founder's story and appealing to the emotional triggers and trust building chemicals in the brain.

1. How did you get into this business and why?

2. When did you first discover that you have a knack or passion for what you do now?

3. Who was your first client? How did you meet? What problem were they trying to solve?

4. Do you remember something unexpected that happened in the early days of your business or a specific challenge that you had to overcome? If so, please explain.

5. What was the most pivotal moment in your life that has influenced who you are as a financial professional today?
