

# GoPro Academy

## Facts Tell, Stories Sell

By Eric Worre

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“Throughout history, in every economic shift there are winners & losers.

And every single time the winners saw new opportunities while the losers held on to old ones.”

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# FACTS TELL, By Eric Worre STORIES SELL



I don't know who came up with the phrase "Facts Tell, Stories Sell", but they're absolutely right. In the Network Marketing Profession, we are story tellers and very well paid story tellers. If you listen carefully to any high earning leader, you'll hear story after story after story. When they talk to a prospect, they'll tell them a story. When they're overcoming objections, they do it with stories. When they're inspiring others, their main tool is stories. When they're building belief, they tell stories.

There is something in the human brain that allows a story to get through when facts won't. It's the same psychology as a 3rd party tool, and it's more interesting that just offering data. The bottom line is this... if you want to become a

*“There is something in the human brain that allows a story to get through when facts won't.”*

Network Marketing Professional, you simply MUST develop this skill set and this week's lesson is going to show you how to do it.

## Your "Why Network Marketing" Story

Most people spend lots of time talking to prospects about their company, product or opportunity. A much more useful approach is to just use your story to capture their imagination.

There are five segments to an effective Why Network Marketing story:

1. Your background
2. Things that have made you dissatisfied with it
3. The turning point when you decided you needed a change
4. You found the perfect solution
5. Your invitation to show them what you found

### Examples:

"As you know I've been in corporate sales for a long time (1) and although I've done well for my

family I've become so tired of the travel, the corporate politics and the fact that they are constantly making it harder and harder for me to make the same annual income (2). The turning point for me was having my son's little league coach ask if I could be an assistant coach and I had to turn him down because of my work schedule. I decided enough was enough. I was going to look for a plan B that would allow me to escape this rat race and spend more time with my family. (3) I'm happy to say I found that Plan B and I've never been more excited in my life. (4) Would you like to know what it is? (5)"

"I've spent the last 15 years of my life raising my kids and managing our home (1). I love my family but every mother knows it can be a thankless job (2). A while ago we were sitting at dinner and I mentioned that someday I'd like to start my own business. One of the kids actually laughed out loud! I decided right then and there that someday was going to be much sooner than anyone expected. I began my search to find something that I could start from home, was flexible enough to work around my hectic schedule and could provide



some serious income (3). Well I found it and my family is going to be looking at “Mom” a whole lot different from now on (4). Do you want to see what I found? (5)

“*Top pros spend more time finding new people to share their story with than they spend trying to change it.*”

“I’ve worked construction my whole life and I’m good at it (1). But with the constant challenges in the economy it’s been feast and famine not to mention hard on my body. I realized recently, because of the constant cash flow problems I haven’t taken my family on a real vacation in over 5 years(2). So I decided something had to change. Even though construction was comfortable for me, it wasn’t good for my family. I started looking for something I could start part-time, maybe 10 hours a week while I was working construction and more than that when I wasn’t on a job. I was also looking for something where I could learn along the way since I don’t really know other business things (3). I found it! Now I’m working full-time on paying the bills and part-time on building my freedom for my family. I’ve never been happier (4). Want to hear about it? (5)”

Each of these examples is under a minute long. You’ll be okay expanding it a bit, but I would recommend strongly that it be under 5 minutes. The purpose is to humanize yourself, capture their imagination and show them your product or opportunity.

In this week’s accountability questions I’m going to ask you to write and submit your story. It

will be a good exercise for you. One reason this is so important is THIS STORY WILL NEVER CHANGE. You will tell it for the rest of your Network Marketing Career. And, since story is about

your process for deciding to join the Network Marketing Profession it will ALWAYS be relevant to any prospect. You might get bored with it, but the prospect won’t. Top pros spend more time finding new people to share their story with than they spend trying to change it. Amateurs do the opposite. Be a Pro.

This is just one of many stories you need to develop. It’s important to build the skill set where stories are the answer to just about any situation.

- Your product or service story (Why you’re a raving fan)
- Your first 30 day building story (Builds belief)

- Your rank advancement stories (Builds belief)
- Your income or lifestyle stories (Builds belief)
- Overcoming challenges stories (Builds understanding)
- Edification stories (Flattering stories of your company, upline or team)
- Other people’s stories (they’re just as powerful as yours)

One more thing on stories... you can start your story over any time you’d like. If you haven’t gotten the results you’ve wanted and you’ve been around for a while, start over! For example “I’ve been involved in \_\_\_\_ for 2 years now and have just been messing around but in January I decided to really give it a chance and let me tell you what happened in my first 30 days!”

Do you see what I mean? You can push the reset button any time you’d like and create a fresh story.

So go forth and tell your stories my friend. **Facts tell but stories SELL!** ■





We live in a world where people love to find shortcuts. The professionals and presenters I coach—who range from politicians and academics to sales representatives and entrepreneurs—are no different. They want the shortcut to crafting a great presentation in the shortest amount of time. They want to make their cases using manageable, consumable nuggets that will get their points across quickly and effectively.

Regardless of what a person might be presenting, pitching, or promoting, I often hear the same phrase followed by the same question: “Terri, I am kinda busy, so can you just tell me really fast—what is the one thing I need to know about giving a great presentation?” My response, which always is the same, goes something like this: “Okay, here’s the one thing you need to know: It’s not just one thing; it’s three things!”

*“What one person thinks is great could be merely OK to someone else.”*

Furthermore, the term “great” is subjective. What one person thinks is great could be merely OK to someone else. So in place of great, let’s go with memorable, impactful, and effective. That said, I have found that really outstanding speakers typically meet these three benchmarks:

- 1. Case**—They have built solid persuasive cases, employing clean, logical arguments and evidence to support their messages.
- 2. Creativity**—Their illustrations of the talking points are really creative. They have blended thoughtful analysis and storyboarding to craft intriguing and interesting messages.
- 3. Delivery**—They present their messages in their own authentic voices. There’s no boring professional mode; they aren’t canned Stepford people (circa 1975 the classic movie, “The Stepford Wives”). Their presentation style is genuine, and people sense the truth in their delivery.

Some people can structure a great case but have a flat, boring delivery and no creativity. They’re one for three. Some people have great creativity and polished delivery but have a weak case. They are two for three. I think you see where I’m heading with this. I try to help people go three for three. Truly memorable, impactful, persuasive, and effective speakers and presenters hit all three benchmarks. They create a solid, persuasive, and engaging case with thought-provoking, creative, and intriguing material and stories to bring the message to life. Finally, they speak in their own authentic voice and are, therefore, believable.

## Delivery and Speaking in Your Own Authentic Voice

All three bench marks are equally important, but for the purposes of this article, we are going to focus specifically on delivery...the moment we tie our case and our creativity to an actual performance.

I have noticed through the years that there's something about actually delivering a presentation that frightens many of my clients. Most of them are fine with sending emails, but ask them to make a cold call or a major sales presentation and they struggle with it tremendously. They worry so much about how the presentation will sound that they are distracted from the real task—landing their message in the mind of a decision maker.

*“As your personality and style shine through, your talk will unfold in the mind of the listener.”*

To help people reach the benchmark of delivery, I often remind them it's not just what you say, but how you say it. In our training workshops,

one particularly helpful exercise asks participants to deliver a three-minute adventure story with a moral. Each person is granted the freedom to make a presentation with his or her own style, flair, and humor. In many cases, I get the look of terror or the protest “That's just not me!” or the response “I'm not like that!” But after they give it a try, these same people are often amazed at what they have accomplished. During the three-minute adventure story, their message comes to life and they are animated and interesting. They are able to shed the buttoned-down professional persona and show the audience who they really are.

Maybe they share a story about the day they went skydiving or swimming with dolphins or hiking up a beautiful hill. Maybe Bob tells about the day he asked his girlfriend

they survived a storm on a sailboat. Whatever the tale, men and women of all ages and from all walks of life become engaging storytellers when they move beyond the old “Stepford” mechanical business mode and rediscover how to be real, human presenters.

The more you speak from your heart and personal experiences, the deeper the connection will be that you form with the audience. As your personality and style shine through, your talk will unfold in the mind of the listener. When you're sure of your subject, you're more relaxed and sincere. Polish might come from practice, but charisma—the trait that draws an audience closer—comes from certainty. It's owning the message and sharing it with your personal conviction and perspective.

Think of successful comedians Bill Cosby, Ellen DeGeneres, Eddie Murphy, Tina Fey, Amy Poehler, and Jerry Seinfeld. Think of how different they all are in terms of style. They all have incredible delivery, yet there's almost nothing the same about them. They all understand how to build a great comedy piece and use their own brand of creativity, but

to be his wife or the wild ride to the hospital the night she went into labor or how they once ran into a bear on a camping trip or the time





even more important, they all speak in their own voice. They have their own presenting styles and allow their distinct personalities to shine through.

Have you ever been to a comedy show and laughed until you were almost in tears? Have you ever gone

“...you have to practice and make a commitment to keep your material fresh and timely.”

home and then tried to retell the jokes you heard at the comedy show the night before? It never seems to be as funny as when the comedian who created it shared it, does it?

No.

Why not? For many reasons, including timing, delivery, and practice. Most important, however, is that it's their story. No one else can share their story the way they can. And no one can share your message the way you can! It's your message, told in your voice. Remember, there is an art to presenting, and that art takes place in your delivery.

At this point you may be asking yourself...so how do I get more comfortable and speak in my own authentic voice? There is no way around it, you have to practice and make a commitment to keep your material fresh and timely.

Remember the saying: “When you're green, you're growing. When you're ripe, you're rotting.” It's good to be green! I find it helpful to anticipate what I will feel like on the other side, that space of completion, invigoration, and accomplishment. Sure, the weight of the outcome of a presentation can jangle your nerves and stop you in your tracks, but what if you gave in to the fear? What if you never took that step?

Nothing would ever change. It's like the slogan for the California state lottery: “You can't win if you don't play!” Remember, it's not how nervous you are that counts; it's how you push through the fear and execute your presentation.

Here's one of the best nuggets I can possibly share with you: at the end of the day, your presentation or talk doesn't have to be 100 percent perfect to work. I promise! So don't worry if it isn't perfect. Do your best, try to have fun with it and give yourself permission to speak in your own authentic voice. ■

*Excerpt from the nationally bestselling book, “Small Message, Big Impact: How to Put the Power of the Elevator Speech Effect to Work for You,” written by Terri Sjodin*



**About Terri Sjodin:** *Terri Sjodin is the principal and founder of Sjodin Communications, a public speaking, sales training, and*

*consulting firm. For more than twenty years, Terri has served as a speaker and consultant to an impressive list of companies, industry associations, academic conferences, CEOs and member of the United States Congress. For more information please visit [www.SjodinCommunications.com](http://www.SjodinCommunications.com)*

*“Small Message, Big Impact” is available for purchase at [Amazon.com](http://Amazon.com)*

# THE BOOK OF THE WEEK



## Teryyi Sjodin's *Small Message, Big Impact*

*Small Message, Big Impact: How to Put the Power of the Elevator Speech Effect to Work for You*, provides an entertaining, straightforward, and practical how-to guide on effectively communicating a critical message in a short period of time. She gives readers an inspiring new perspective on the power of what she calls the Elevator Speech Effect and shows them how to employ this amazing little tool to create influence in today's market.

Whatever your purpose—be it professional, academic, political, philanthropic, or personal—you can learn to craft a fresh, brief, and persuasive message that generates tangible results!

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# STEPS TO SUCCESS

- 1** Watch the Go Pro Academy Training Video at [GoProMentoring.com](http://GoProMentoring.com)
- 2** Fill out the Go Pro Academy Accountability form at [GoProMentoring.com](http://GoProMentoring.com)
- 3** Watch this week's Archived Video of the Week

In addition to your exclusive content and training you get, below is the video that I have hand selected and that I feel corresponds best with this week's lesson.

## Dan McCormick Interview Complete & Uncut

In keeping with our theme of story telling, check out Million Dollar Earner Dan McCormick interview. When it originally aired we had a contest to see if people could tell how many stories he told during our conversation. He does what all top leaders do... he tells stories. Study it. Learn it. Practice it. Teach it.

**Watch the Dan McCormick Interview Complete & Uncut**  
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## NEXT WEEK'S PREVIEW

Lesson 4

**There's No Free Lunch**

Guest Article

**Keys To Business Success**

By Jeff Roberti

Book of the Week

**The Greatest Salesman In The World**

By Og Mandino