

How To Create Your Story

A Good Story is Worth a Million Dollars!

We are a story-based business

- To create your story, first make a list of all areas that you have experienced improvement or have changes in your health and well being. Write what was going on with you before you started taking Body Balance and how you feel now after taking Body Balance.
- Chose the area or areas in which you have noticed the most drastic change. Than write in a quantifiable way how you felt before you started taking Body Balance. Really paint a picture of how you suffered before and the toll this took on your life. Keep it short and concise. Example:
 - When I was 15 - every few weeks I would have about 3 or 4 days where my life fell in to a depressed funk, and everything seemed hopeless and negative. I would take everything personally and had no self-esteem.
 - When I do an assessment of my emotional wellbeing before Body Balance on a scale of 1 -10 with 10 being optimal, I was living around a 7 on a day-to-day basis, thinking that was as good as it gets. Then, when I would fall into the periodic depression every few weeks, I was operating as about a 2 or 3 and could not bring my self to get anything done.
- Next, still using quantifiable terms, describe how you now feel. Make sure you create a sense of wonderment and you convey powerfully the changes this made in your life. For example:
 - And then I started taking BB, and about 3 months into it I began to realize that those sinking spells had stopped. Now it's been almost 1 year and I haven't experienced any of those spells, which I was plagued with for over 10 years.
- Then mention the other smaller things that have also improved, still using the before and after method. In doing this you share your learning curve, about how you discovered all the ways whole food nutrients have affected your life in health, happiness, and wealth. In turn, you make them think about what they are struggling with by helping them make the connection that it could be related to a lack of whole food nutrients and that it could be reversed. It is also important to create a sense of wonderment. Say the rest of your health successes concisely and enthusiastically. It's important to keep your story as short and upbeat as possible. For example:
 - Depression was the big deal, but it wasn't the only change that I noticed. Before, I would need to sleep 10 hrs a night and would wake up groggy and now I wake up refreshed after 8 and I don't get tired anymore in the afternoons. By sleeping less I have gained an extra 2 hrs a day with energy to go with them. I figured out that this adds up to one extra day a week of awake time and more amazingly about a month and a half in a year. I was dazzled to figure this out!
 - Another thing I noticed was my attentions span and my focus and mental clarity. I recently managed a short-term large project where I needed to stay alert about 14 hrs a day for 3 weeks. It was intense and I was only sleeping 4-6 hrs a day.

- I was amazed that I was fine and made it thru the whole 3 weeks while other people were dropping like flies. Others were crying, getting upset and I actually had to take on some of their projects to compensate. Before, a 10 hr day would have killed me. I had no idea the levels of healing and strength that my body had changed.
- Next, make the connection of whole food nutrients to a list of physical imbalances that this person might be experiencing or know people who are. Do this through telling your own story of self-discovery. This should make the person you are talking to think of all people they know where a lack of whole food nutrients could be the solution to their problems.
 - I've now been working with friends and family for the last 6 months where I've personally observed people hugely improving, and in many cases becoming symptom free, from everything from Allergies, Asthma, Chronic Fatigue, Hepatitis C, Migraines, Seizures, MS, Lupus, Obesity, Fibromyalgia, ADD, Arthritis. I have now learned the incredible power of the body to heal itself if it has all the whole food nutrients available. I had no idea how depleted the soils have become and therefore our food and how effected we all are. My father in law after taking Body Balance for 4 months came off of two medications and my grandfather after taking Body Balance and some of the other LF products cancelled his knee replacement surgery. I have been amazed and would never have believed it, if I hadn't witnessed it myself, what a radical difference it has made in my life and the lives of people I love.
- If the person has not jumped in at this point, ask a question that will pull them out. Make sure that the question is not too confrontational or puts them on the spot. Example:
 - It seems like everyone I know is dealing with something and somewhat clueless as to really what to do. Do you have anything going on for you or anyone close to you?
- Mention how through experiencing your personal changes or observing the changes of people you know it has back-doored you into the business.
- Lastly, go back over your well-developed story and condense it so that it is even more to the point, has more quantifiable examples, and most importantly will only take you 1 to 2 minutes to tell. Very Important! Don't lose them by telling them every detail of your life. The idea is to get them talking and asking questions.

Thing to look for and include when telling your story

- Short and sweet, before and after, lots of numbers, under 1 min.
- Before you tell your story, you first want to ask them about THEIR health, THEIR ability to retire and THEIR hopes and dreams for THEIR future.
- Always say "I" instead of "you". Example: I noticed (or someone I know felt or experienced this or that..) instead of "You will notice ."
- Get on their side of the fence and have a sense of wonderment about what you are saying so that they get it on a feeling level. Keep them leaning forward, energetically, into what you are saying. Do this by your enthusiasm, sense of wonder and curiosity from your

own insights and health recovery.

- In telling your story you are teaching them what you have learned about the power of whole food nutrition. **Your Story is Worth a Million Dollars**, if you do it right. **Literally!**
- Learning how to tell a good story is the whole business. We are a story-based business. While telling your story learn how to weave in, how it could help other people by saying and listing the litany of things mentioned above that people have greatly improved from if not recovered. Get them thinking about how it might help them personally and who they know might be helped.
- Every time you tell your story you tell it like it's the first time you ever told it. You want to have the same sense of wonder, emotion and power, even if it is your 3,000th time. **We get paid to be redundant!**
- You want to put qualifying questions into your story. Example: Are you interested in Health? Do you love what you do? Do you have a way to ever retire? Do you have enough free time in your life? Is your life balanced? Do you understand the concept of residual income? Can you imagine how it would feel to own your own life?
- **You paint a big picture by sharing your own story, or the story of someone you know,**
- **And you paint that person right into it.**
- You want to give that person hope for their life.
- Not only can they get healthy but they can also get wealthy, and believe it or not, that ends up being more important!!! Regrettably, people sacrifice their health away every day for money.
- If you learn how to tell a story right you can set them up to get healthy, to get their friends healthy, to get them thinking about this as a business and how they could buy their life back.
- If you take it one step further, you could begin the conversation of dreams. Their Dreams!! Do they have any and what would it be like to live them?
- **You are carrying a precious gem and every time you speak you have the potential to change a life, their life, and the lives of everyone they know. You can't afford to not tell your story and tell it well**

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