

15-minute block #1

Gather

Introductions

Storytelling

- Storytelling makes things more relatable (cite any great story)
- Makes complex things simple. Examples:
 - ✓ Truth & lies: The Boy Who Cried Wolf
 - ✓ Perseverance: The Tortoise and The Hare
 - ✓ Short selling: The story
- There's a reason we want to make things simple – we have a short attention span. Was 10 seconds in 2000, now 8.25 seconds
- Draw a conclusion: We have a short eight second window to grab someone's attention and the best way to do it is by telling stories

The Hero's Journey

- No need to re-teach
- Just make the point that the format of a Hero's Journey Story is very similar to a proposition:

There's a problem in the kingdom > Problem comes to a head > Hero sets off to find the answer > Meets a wise Mentor > Together they overcome obstacles > Until eventually they prevail > And return to the kingdom, but it's a better place than before he left.

It's the plot of Frozen!

- We use an adapted version of the Hero's Journey, which we call The Million Pound Story, as a framework to learn about how to write a great proposition.

15-minute block #2

Why you're telling the wrong story

- Remind people of the question: "When was the last time you woke up in the morning and wondered if your next door neighbour had a good night's sleep or..."
- Tell the story about meeting a friend in the pub and the holiday photos.
- Important narrative to end with:

We walk around all day with a conversation going on in our head and it's a conversation all about us. We're obsessed with ourselves. But if we're obsessed with ourselves, who do you think your prospect or customer is obsessed with? (Let them answer)

Answer: He obsessed with himself / herself

Correct, so he's not ready for us to come barging into his life telling him all about us – our product, our features, our awards, our achievement etc.

- Give examples of this in action – web site and LinkedIn profiles.

Important principle

No-one cares about you or your products. People care about themselves and their own problems

So if we think about our proposition or our story, we can't be the Hero. Our prospects or customer must be the Hero.

Breakout exercise – max 5 minutes (split class into groups of 2 or 3)

Who is your Hero?

Make it relevant to something you're doing now

Don't misunderstand word "Hero." It's the main character in your story

Feedback

Ask everyone to tell you who their Hero is and why. Ten seconds each. Challenge, question, discuss, as required

15-minute block #3

Let's get to know our Hero

- Tell the story of the old lady crossing the road.
- Tell the story of the two boys fighting in the playground.

Explain that the reason we speak to each one in the way we did is because we knew something about them.

- We're establishing rapport
- Becoming our prospects emotional twin.

So conclusion is that if we are going to speak to our prospect effectively, we have to know something about them.

Refer them to the exercise they've done during the week. Worksheet: "Your Hero"

- The two outside columns (Characteristics and Habitat) are important, but we're going to focus on the middle column (Psychographics). That's where the interesting emotional stuff is.

Breakout exercise – max 5 minutes (split class into groups of 2 or 3)

Ask them to choose one person's exercise and discuss between them what is in the psychographics column. Encourage people to ask and challenge the answers.

Feedback

Ask one of the groups to share their exercise on screen. Ask the owner to talk you through what's in the psychographics column.

Check: That these things really are psychographics – values, motivations, fears, hope, ambitions etc.

15-minute block #4

Where is our Hero stuck?

Explain three layers of pain.

Run an illustration concurrently with the explanation. The example they will have seen in the videos is of the Hero of someone selling weight loss products

- First layer is the problem. Logical. Usually easy to see or work out

Example: I'm overweight

- Second layer is the consequences of not solving the problem.

Example: My clothes don't fit. I'm unfit. I'm out of breath walking upstairs.

Next layer is the emotional pain. At this point explain the Hierarchy of Human Needs (similar to Maslow's Hierarchy of Needs). Things on this hierarchy are the things that cause us pain.

Now return and complete the third layer of pain

- Third layer. The emotional pain.

Example: I hate how I look and have no confidence, so I never go out and so have no relationships

Breakout exercise – max 5 minutes (split class into groups of 2 or 3)

- Ask them to choose one person's exercise and discuss the three layers of pain. Focus on the psychographics.

Feedback

Ask one group (two if time) to present their three layer of pain to the class.

You should run several sense checks in your feedback:

- Do the problem > Consequences > Pain, all logically fit together?
- Are there things in the pain column that should be under consequences (very common)?
- Ask them to tell you where the pain sits on the Hierarchy of Needs.
- Check to see that the pain corresponds to what is in the psychographics column on the previous exercise. For example if the psychographics say she is career obsessed, then that may be reflected in the pain column. Alarm bells: if there's a complete mismatch.

Conclusion

- Invite questions.
- Offer contact details for people who may want to ask question offline.
- Confirm day and time for next live coaching call.
- Confirm what you want them to do by next week. For example, watch all the videos in Part 2. There are two exercises in Part 2. Please do those and have them in a format where we can share them together on-screen.