How to Use Your Story to Drive Connection (& Revenue)

root marketing

What you do is not unique

Source:
[1] https://datausa.io/profile/cip
[2] https://brandminds.ro/business-coaching-industry-to-top-15-billion-in-2019/

- 11.2 million accountants
- 2.5 million graphic designers
- Business coaching topped $15 Billion in 2019

The driving force

- Don’t remove the human from decision-making.
- Our choices are based on what we think is important.

The time for connection is now

Authenticity:

- does not resonate with everyone
- connects your brand with those who share your passion

Benefit of alignment

- Story connects you with people who want what you offer.
- Changes the discussion from “selling” to “buying.”

Don’t be afraid to pick a flavor

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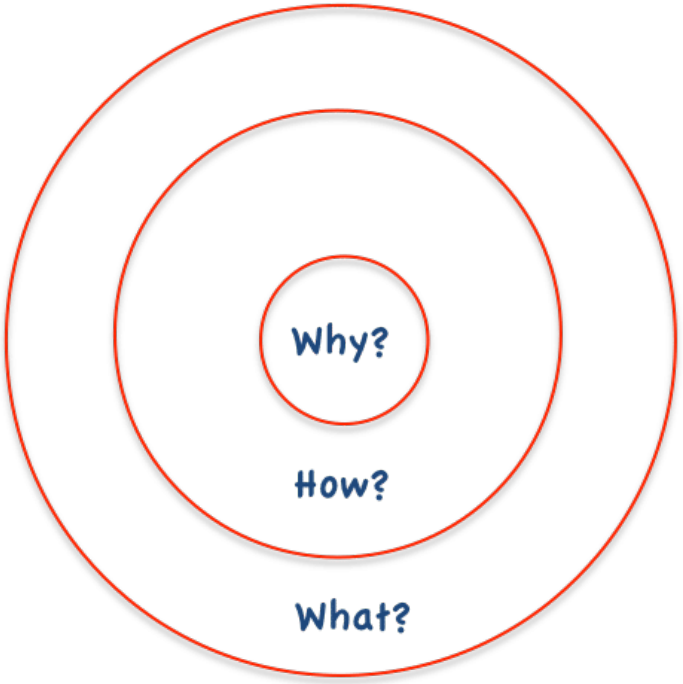
The secret ingredient

When aligned, you naturally:

- Mirror your audience; your passion is their passion.
- Use the same language as your audience.

Uncover your story

Simon Sinek's Golden Circle



- Our Why is emotionally driven.
- When you use your story to connect, you attract clients who believe what you believe.

Story in action

Fair trade, handwoven in Mexico with 100% sheep's wool

- Made by a cooperative of women founded 20 years ago by Pastora, the eldest of 5 sisters, as a way to provide for themselves after they lost their father.
- The group still exists as a way for single mothers, widows and unmarried women in the village to make a living. Each pillow takes 3 days to make from start to finish.

Using your story

- Connects with your Why
- Attracts people who want what you offer
- Changes the conversation from “selling” to “buying”
- Requires some degree of vulnerability
- Claims your role as the secret ingredient

Thank you

- Complimentary Connection Call https://bit.ly/2ZbnvMH

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