



#5.2 WHAT'S YOUR STORY? STORY CANVAS

The purpose of this Sales Tool is to equip you with a template to capture, distill, and tell your best stories, and place them on your Story Matrix. Think about a situation where you need a story and the job that that story needs to do for you (company offsite/inspiring a team, customer call/differentiating your product/service, onboarding/helping a new employee understand the culture of the company, job interview/describing your capabilities, etc.). Capture a story that fits that situation and jot down several elements of each of the four "C's" of great storytelling.

FIRST CUT

SITUATION: _____

JOB: _____

| CONTEXT Sets scene Establishes why audience should care Creates engagement | CONFLICT Establishes a problem Highlights tension Communicates urgency | CLIMAX Generates a-ha moment Pinpoints uniqueness Fuels optimism | CLOSURE Summarizes lessons learned Highlights call to action Creates enlistment |
|--|--|--|---|
| | | | |
| CONTEXT _____ _____ _____ _____ | CONFLICT _____ _____ _____ _____ | CLIMAX _____ _____ _____ _____ | CLOSURE _____ _____ _____ _____ |

SITUATION: Teaching salespeople and entrepreneurs

JOB: Inspire grit

| | | | |
|--|--|---|---|
| CONTEXT <u>Was going to a party</u> <u>1998 founded company</u> <u>Wore panty hose</u> <u>Didn't want socks</u> <u>Sold fax machines</u> | CONFLICT <u>Cold calls</u> <u>Doors slammed</u> <u>Mills in North Carolina</u> <u>Run by men who didn't get it</u> <u>No female patent lawyers</u> | CLIMAX <u>Just kept showing up</u> <u>Never lost enthusiasm</u> <u>Daughters convinced Dad</u> <u>Got the call</u> | CLOSURE <u>Waves of rejection</u> <u>Mindset, knowledge, skill, and discipline</u> <u>Resilience</u> <u>Grit</u> |
|--|--|---|---|





#5.2 WHAT'S YOUR STORY? STORY CANVAS CONT'D

The purpose of this Sales Tool is to equip you with a template to capture, distill, and tell your best stories, and place them on your Story Matrix. Think about a situation where you need a story and the job that that story needs to do for you (company offsite/inspiring a team, customer call/differentiating your product/service, onboarding/helping a new employee understand the culture of the company, job interview/describing your capabilities, etc.). Capture a story that fits that situation and jot down several elements of each of the four "C's" of great storytelling.

SECOND CUT

Using the elements you captured in your "first cut" of the story, now write out the story. Get just enough of a "second cut" that you will be able to remember the story one month from today.

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Using the elements you captured in your "first cut" of the story, now write out the story. Get just enough of a "second cut" that you will be able to remember the story one month from today.

Back in 1998, Sara Blakely was getting ready to go to a party, and she had selected a pair of cream-colored pants. And she wanted to wear a pair of her pantyhose underneath her pants to get the slimming effect that the hose would give her. But she also wanted bare feet for her look. So what did she do? She simply cut the feet off of the pantyhose, and a billion-dollar idea was born.

And I mean billion. In 2012, Blakely was named the world's youngest, self-made female billionaire by Forbes magazine. To this day, she still owns 100% of the company that's made her famous. In the seven years that led up to her breakthrough idea, Sara Blakely had been selling fax machines. She didn't even get any leads...she just had four zip codes that she could sell to, and her boss gave her a phone book as her only sales tool. **[CONTEXT]**

As Blakely herself says, "I would wake up in the morning and drive around cold-calling from eight until five. Most doors were slammed in my face. I saw my business card ripped up at least once a week, and I even had a few police escorts out of buildings. It wasn't long before I grew immune to the word 'no' and even found my situation amusing."

But if she thought that was a challenge early on, it was nothing like the challenge she faced with Spanx. See, most of the mills capable of making the product were in North Carolina. And who runs those mills? Men. Men who found it impossible to understand this simple, powerful idea. Men who failed to see her genius. She even tried to find a female patent lawyer in the state of Georgia... just one...and failed. **[CONFLICT]**

But Blakely just kept pushing. She would **not take** no for an answer. As Blakely herself said, "No one would take my calls." But over months, Sara Blakely just kept calling, and even showing up. Until one day, three daughters of a mill owner in North Carolina insisted that their Dad talk to her, and a prototype, a brand, a company, and a billionaire were **made** (not born). Why did this guy call her back? Blakely says, "My enthusiasm and my confidence in how good this idea was going to be stuck with him." This same enthusiasm got her into her first retailer channels, as she would literally show up and try to sell Spanx in the stores until they caught on. And how did she drive initial sales? By calling old friends from third and fourth grade and asking them to go and buy Spanx and then paying them back!! **[CLIMAX]**

What enabled Sara Blakely to power through wave upon wave of rejection? Mindset, knowledge, skill, discipline, and habit. She had a mindset of resilience...even joy...at being turned away selling fax machines. She had the knowledge to communicate the benefits of her solution...quickly and concisely, and the skill to engage any kind of person in conversation, and the discipline, and grit to knock on door after door after door. And she turned all of this into habit, trying again and again until she got what she wanted. Until she was 10 times better than she started. **[CLOSURE]**

DISTILL IT

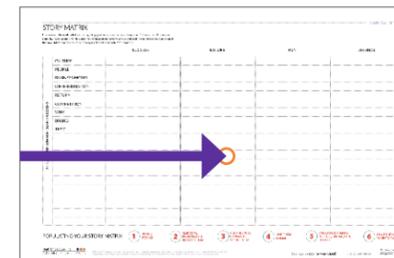
Simplify! Take 25-50% out

NAME IT

Give your story a short name

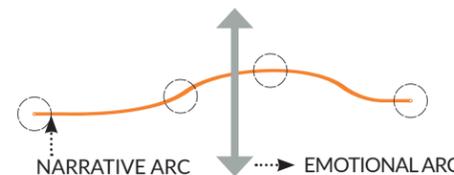
LOCATE IT

Place your story on your Story Matrix



PRACTICE IT

Tell your story out loud, and try to stretch the "north/south" axis of emotion



THIRD CUT

Write the third cut of your story, reducing it down to only what you need and punch up the emotion.

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A Slim Billion (Row: Grit/Column: Legend)

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In the seven years that led up to her breakthrough idea, Sara Blakely had been selling fax machines. She didn't even get any leads... she just had four zip codes that she could sell to, and her boss gave her a phone book as her only sales tool. **[CONTEXT]**

As Blakely herself says, "I would wake up in the morning and drive around cold-calling from eight until five. It wasn't long before I grew immune to the word 'no' and even found my situation amusing."

But if she thought that was a sales challenge, it was nothing like the challenge she faced with Spanx. The men who ran the mills to make the product found it impossible to understand her simple, powerful idea. **[CONFLICT]**

But she kept pushing. She would **not take** no for an answer. She just kept calling, and showing up. One day, three daughters of a mill owner in North Carolina insisted that their Dad talk to her, and a prototype, a brand, a company, and a billionaire were **made** (not born). **[CLIMAX]**

What enabled Sara Blakely to power through wave upon wave of rejection? Mindset, knowledge, skill, discipline, and habit. She had a mindset of resilience...even joy...at being turned away selling fax machines and now Spanx. In a word...she had **grit**. **[CLOSURE]**