



STORY CANVAS

The purpose of this Sales Tool is to equip you with a template to capture, distill, and tell the right story at the right time for the right reasons. But don't over-think this...these are not meant to be "memoir-worthy" stories. They are simply stories you need to help people see more, feel more and understand more about you, your company and your solutions.

The distillation of your story happens in three phases.

FIRST PHASE:

Determine the situation(s) in which you plan to tell your story (i.e. an interview, a team-meeting, a customer call). Then define the job-to-be-done of the story, the business arc (i.e. to share relevant experience, to create momentum for an idea, to build trust).

From there, identify the 5 C's of your story.

See example with our Sara Blakley story.

FIRST PHASE - EXAMPLE

SITUATION Teaching salespeople

JOB Inspire and motivate them to develop grit

CHARACTER The main character(s) of this story	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
CHARACTER	CONTEXT	CONFLICT	CLIMAX	CLOSURE
CHARACTER Sara Blakely	CONTEXT Was going to a party 1998 founded company Wore party hose Didn't want socks Sold fax machines	CONFLICT Cold calls Doors slammed Mills in North Carolina Run by men who didn't get it No female patent lawyers	CLIMAX Kept just showing up Never lost enthusiasm Daughters convinced Dad Got the call	CLOSURE Waves of rejection Mindset, knowledge, skill & discipline Resilience Grit





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SECOND PHASE

Using the defined elements of your story, write the full narrative of the story, as you would tell it today. Label your 5 C's as you write them out. This serves as "capture" and you will be able to remember the story one month from today.

SECOND PHASE

Sara Blakely

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 panythose 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 3rd and 4th 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]

THIRD PHASE

Take a critical eye to your story and examine it through several lenses.

- First, What do you need this story to do? Ask yourself; "What job is this story doing for me, and how can I include only the details I need for THAT job?" Often, this will cause you to take 20-50% of the details out, leaving only what you need.
- Second, practice telling your story out loud. This will also serve to tell you what is truly critical to ensuring the story is doing its job. Cut out more extraneous details.
- Third, how do you want your audience to feel when you are telling this story. Make sure your story supports the hoped-for feeling and cut anything that would dilute the emotional message.
- Fourth, write the story again, with the non-essential details removed. It should result in a more crisp version of the story that is still compelling enough to do the intended job.
- Fifth, name the story. This makes it easier to recall and identify as a tool in your sales toolkit.

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

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 panythose 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.

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]



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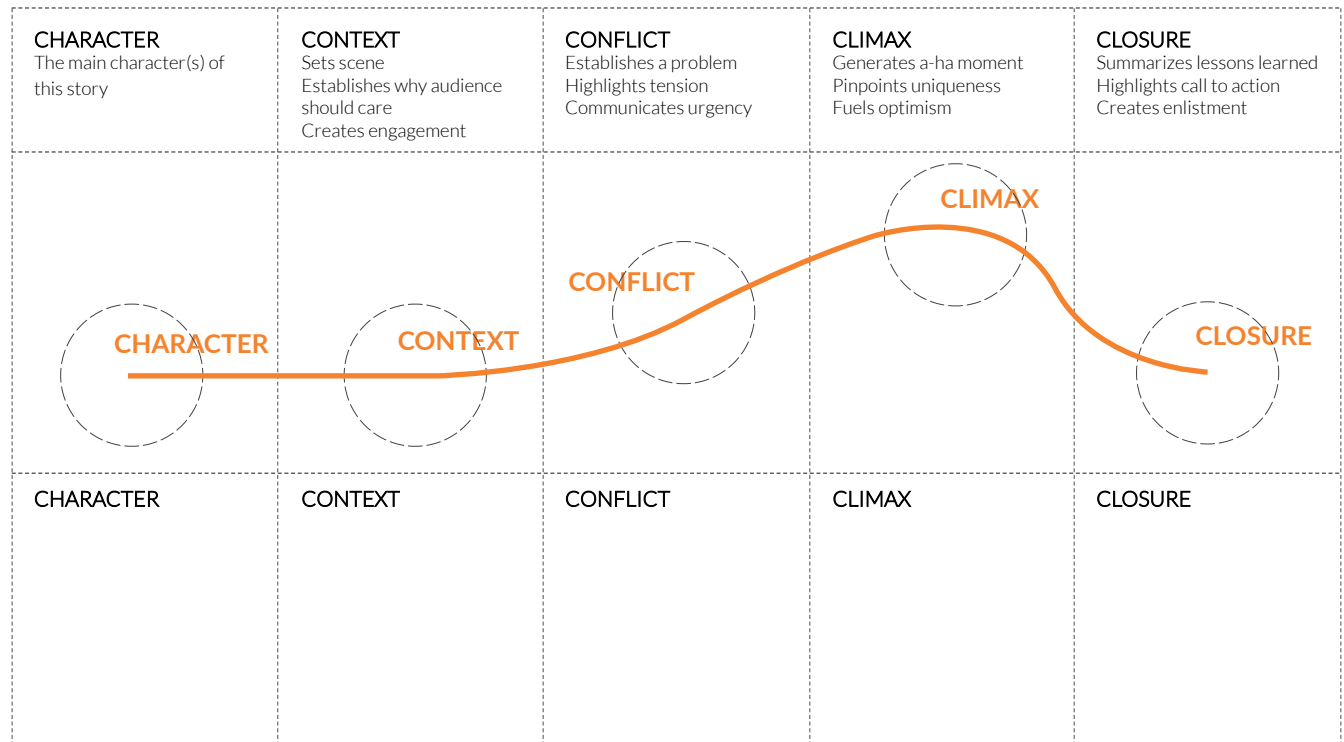
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JOB:





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