

STEP 1: CREATE CONNECTION

Neuroselling Worksheet

1

People buy from people they _____ .

They trust people and brands they _____ .

And they like people and brands they _____ with.

"My Why" Story

The first step in the Braintrust Customer Conversation is to create a genuine connection and build personal trust through the " _____ " Story.

Creating a connection establishes "personal" _____ with your customer.

You can do this using the "My Why" story. This results in two things that happen:

1. You create genuine personal connection and trust.
2. The customer realizes it's a safe place for them to share as well.

Important components of the "My Why" Story:

1. Have a _____. The story is not about you.
2. Share your _____. Use universal beliefs .
3. Use _____ anchors. They activate the limbic system.

The main purpose of sharing your "My Why" story is to get your customer to share their own _____.

It's important to end your story by asking the customer why they do what they do. You will likely get a "my why" story in return!

GO TO STEP 1 TOOLBUILDER:

NOTE: This is by far the longest and most time-consuming of all the toolbuilders. Take your time and do not get discouraged. You can do it!

"MY WHY" STORYBUILDER TOOL

*People buy from
people they trust.
Establish your
trustworthiness with
a genuine story
about why you do
what you do.*