



NEUROSELLING® PROGRAM

Storybuilder Toolbox

“My Why” Storybuilder Tool

NEUROSELLING® - “My Why” Story Tool

“MY WHY” Example Story

Beliefs: Hard Work & Perseverance. Problem Solving. Platinum Rule. Family Matters Most.

Sage: Papaw (Grandfather)

Transition Statement:

Thanks again for meeting with me today. Before we jump into the “stuff”, if you don't mind, I'd like to take just 2 minutes to tell you why I do what I do, then I'd love to hear why you do what you do. Ok?

Setting the Scene:

I grew up on a 100 acre farm in North Central Ohio. My Papaw bought that farm with his life savings, having moved the family up from Kentucky when my dad was just a boy. He was an amazing storyteller, mentor and connector. It was on this farm that I learned most of the lessons that make me who I am today and lessons I think you'll find relevant to our discussion.

The Narrative:

I can still remember learning how to drive when I was just five years old, standing between my Papaw's legs on our old green John Deere tractor or helping him tend to the animals out in our giant white barn. He frequently reminded me how important hard work and perseverance was. He also believed that problem solvers ruled the world and that with enough creativity, ingenuity and in our case, a little duct tape, that you could solve any problem. We had duct tape on everything from shovel handles to tractor bumpers. He taught me what I call today the “Platinum rule”. That you should treat others better than they expect to be treated. He would show that in little ways like borrowing old man Crouse's red pickup when it always seemed it was on empty yet Papaw would return it, guess how? Full. Finally, he taught me that family matters more than anything else. Long after your friends and co-workers are gone, your family will still be there so treat them accordingly. Unfortunately, he passed away of lung cancer when I was entering junior high but his dream for me was to go on and be the first person in our blue collar family to get a degree, so that's exactly what I did. I ended up in the field of bio-tech where I had the blessing of launching a brand new biologic cancer drug that treated, of all things, lung cancer. Boy did I sell that drug with passion. I knew what one more day, let alone one more month or year meant to the families. I would have given anything for more time with my Papaw. I ended up getting promoted to help launch a drug for brain cancer and that's where everything changed. As I poured over neuroscience articles, I discovered how the brain actually did things like build trust, makes genuine connections and how it makes buying decisions.

Bridge Statement:

It was during this time that I knew my purpose was to go out and teach other people and companies how the brain actually worked and how to positively communicate and influence the way my Papaw had taught me. The world is full of problems and way too many problem “pointer-outers”. I'd like to think I can help you solve a few of yours instead.

Transition Statement:

That's why I do what I do, how about you? Why do you do what you do?

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Please take the time to thoughtfully answer the questions below, as this will be instrumental in your ability to effectively build a connecting "My Why" story.

The "MY WHY" story should be no longer than 2:00 in length and should contain all the following elements.

PART 1: WHAT DO YOU BELIEVE?

People tend to like and connect to those with whom they share similar "beliefs". Keep in mind, you are looking for universal beliefs that speak to the human element, not polarizing beliefs like politics or religion. You don't want anything getting in the way of establishing a quick and genuine connection.

In the space below, please list the 2-4 universal "beliefs" that you feel describe who you are at a very genuine and authentic level. Examples might include but aren't limited to: Hard work, perseverance, problem solving, treating others with respect, family etc...

Belief 1: _____

Belief 2: _____

Belief 3: _____

Belief 4: _____

PART 2: WHO IS YOUR SAGE?

No one has developed into the person they are today on their own. We've all had help and we all still need help. In addition, nobody likes a person who seems to have all the answers and subsequently has life all figured out. We know that isn't true. It isn't genuine.

When you think of your beliefs listed above, what one person in your life has had the biggest impact on your development of those beliefs?

My Sage: _____

Part 3: Visualizing Your Beliefs

We likely learned our beliefs either directly interacting with our "Sage" or indirectly observing them live their life in a meaningful way. In the space below, think of examples that help demonstrate how you learned each belief. For example, Jeff learned hard work from his Papaw on the farm, Riding around on the tractor. He learned the "platinum rule" by observing Papaw return old man Crouse's red truck back full of gas even though it was nearly empty when he borrowed it. You get the point.

Belief 1 Example:

Belief 2 Example:

Belief 3 Example:

Belief 4 Example:

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Part 4: Creating Your Story - (Refer back to examples on page 1)

Transition Statement:

Setting the Scene:

The Narrative:

Bridge Statement:

Transition Statement:

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Creating the Story - In the space below, feel free to create an end to end clean version from your outline on the previous page.