

THE MINDSET OF THE ENTREPRENEUR

Wowing Them With Your Story

by Les Brown

"People do business with people
they know, like, and trust.
So when you tell your story,
people get a chance to know you."

"Distract, dispute, and inspire.
People already have a mindset
about what is possible."

"When you present yourself,
people are asking,
'Who are you, what do you have,
and why should I care?'"

Strategic Positioning: How will you explain you?

1.) Who are you (do I know, like, and trust you)?

2.) What do you have (is it new and shiny, or old and dull)?

3.) Why should I care (will it really work for me)?

THE MINDSET OF THE ENTREPRENEUR

Wowing Them With Your Story

by Les Brown

"We've got to be strategic with our story,
and we've got to be experiential."

"Our intention is not to please our customers,
or to satisfy our customers.
Our intention, is to amaze them."

Delivering Experience: How will you amaze with you?

- 1.) What is the story of the marketplace (what are the problems people need answers to, and how did they come to be)?
- 2.) What is the story of the competition (what have others tried and failed to do in solving the problems, and where does that leave the marketplace now)?
- 3.) What is the story of you (what unique angle are you taking in the marketplace, and why is it the right fit for your audience over everything else)?