

Conversion Pillar: Creating Your Powerful "Conversion Story"



People buy from people that they like, trust, and admire. In order to build a bond of commonality, credibility, and trust, it's important to write and refine your "Conversion Story" - and then to use it in your marketing. First, identify the parts of your personal experience that your customers have in common with you, then add emotionally compelling story elements to complete.

What Do You Have In Common?

Reflect on your experience and development as you learned about the area or "niche" of expertise that you're now working within. Where did you have painful or frustrating experiences that every one of your prospects can relate to on a PERSONAL level? Describe those experiences below.

The Architecture Of Your Story

Starting Situation:	Where you were when you FIRST started
Tried & Failed:	Vivid, emotional story(s) of trying and failing
Breakthrough:	Learned something that miraculously worked
Consistent Results:	"Got it" and began having predictable results
Created A Method:	Refined what you learned into a SYSTEM
Others Did It Too:	Taught others, and they got consistent results
You Can Learn:	Now I want to show you this system