

# Story-Selling Components



1

## A similar person with a similar pain or gain gap

The story should be about someone in a similar situation to the prospect as it relates to context of the story...what gap did the person in the story close?



2

## Emotional magnification of the gap

Describe how the pain or desire for gain was felt by the person in the story...stir up the pain.



3

## The solution

Share what product, service or strategy was chosen by the person in the story that reduced or eliminated their pain and/or delivered their desired gain.

