

Deepak Bajaj's

WRITE YOUR MILLION DOLLAR STORY

People love to buy from people they trust. – Deepak Bajaj

Your story is the place where your prospects start trusting you. They connect with you and relate to some of the things you say through your story. They might have heard about the network marketing business or your company before and may have a variety of opinions about it, but your story is your chance to make a difference. Your story is the most important component of the entire meeting. Remember, people don't join a company or a product; people join people. Learn the art of story telling and win your way to success.

All great network marketers are great storytellers. – Deepak Bajaj

These are the 7 components that make a good story and in this exact same order:

1. What were you doing before starting this business?

Your background, education, location and work profile. If you have moved places, changed jobs or had different academic experiences, mention everything briefly here. People look for similarities. Be truthful about everything.

2. What was your condition? What was good and what was bothering you?

Tell the good things but highlight what you were not happy about in your job/profession in simple words. This is the point where people connect with you and will realize the need for this business.

3. What was your first reaction to this business presentation?

Truthfully and briefly tell what was your opinion about the business. You can tell if you had any doubts or concerns. If you had already tried some other network marketing business, tell that here too.

4. What convinced you to get started and what mind blocks did you remove?

State all those things that you found good in this business opportunity and what all solutions you found for your problems/challenges. Highlight one most important thing that made you start this business. Also, talk about some of your wrong beliefs that got changed after meeting some person or after attending some event.

5. Your achievements and journey so far.

Share your income, team size, feelings, recognitions, trips, new

friends you got to make and any other good changes you have experienced so far. Be truthful. You may add some significant achievements of your teammate also.

6. What are your long-term and short-term goals with this business?

This is the time to give your listeners a vision. Boldly state your top 2-3 short term and long term goals with full faith and conviction. Don't just say anything to impress others, be truthful. Declarations are powerful.

7. Your personal commitment to your prospect and your team:

Restate your commitment to give the best possible support to your teammates and anyone else who starts with you.

Please remember that all this is to be done in your natural style and in simple words. Be truthful and brutally honest. I am not asking you to cook a story, but learn to present your truth in a way that is effective. You will not get the same amount of time every time for sharing your story. So, it's smart to prepare your story in 3 different time durations and share your story as per the time availability. Make a detailed story taking 5-7 minutes, a shorter one for 2-3 minutes and a quick 60-second one. Make sure to keep the same sequence for all three durations. Along with the content of the story, what really makes an impact are the non-verbals like your energy, the spark in your eyes, a confident voice, posture, eye contact and your conviction when you are making a declaration or giving assurance to your team and to new prospects.

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