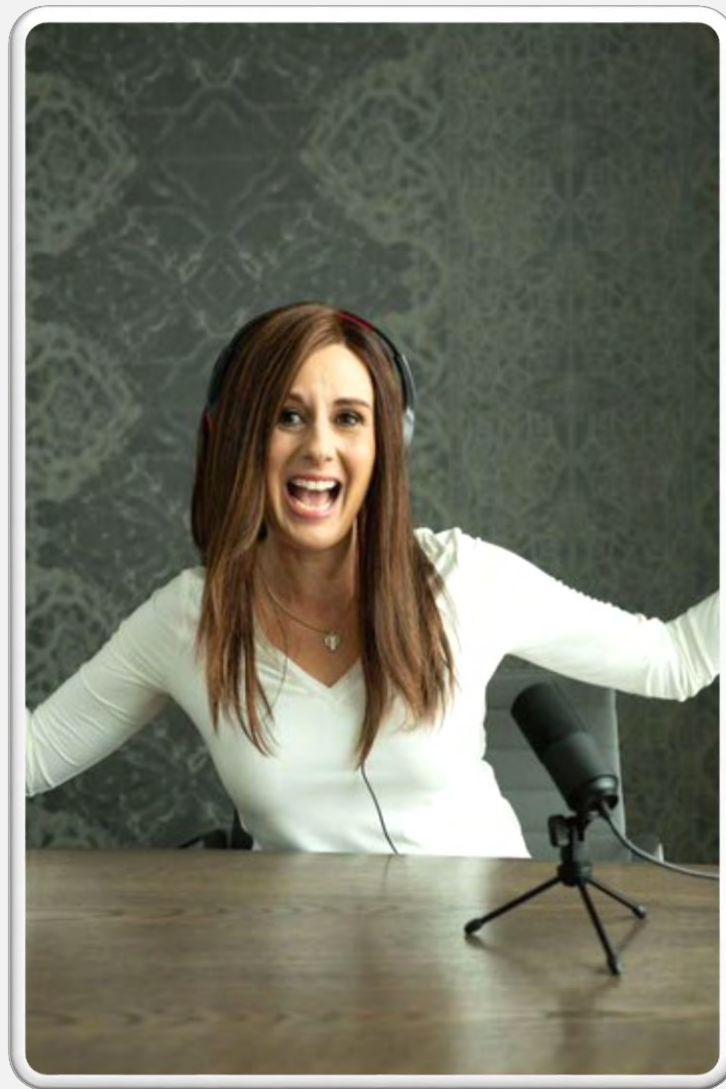


CRAZY GOOD TALKS®

— DEIRDRE VAN NEST —



Put *Your* Why Story to Work The Implementation Guide

This implementation strategy developed for:

Alec Broadfoot, *Vision Spark*

We Craft the Story that Grows Your Business

Hi!

Welcome the Crazy Good Talks® community! I'm excited to share the "Put Your Story to Work" implementation guide.

This is the *exact* guide we create for our private clients when they engage in our Story Creation service. In fact, the story in this guide is the story we identified and created for our client, Alec Broadfoot.

Before you dive in and learn how to put your *own story "to work"*, I want to give you a little background on why integrating your story into your business is gamechanger.

See, consumers today demand authenticity and human connection. This means you **MUST** humanize your business and what we at Crazy Good Talks call your *Personal Brand WHY Story* is the most powerful way to do that.

Your Personal Brand Story is **WHY** you do what you do and **WHY** you care about the people you serve. It shows clients and potential candidates you care and sharing it, immediately builds trust, connection, and likeability in a way **NOTHING** else you can say will.

When you share who YOU are through your personal brand story, you'll book more business and build your dream team.

Make it a Crazy Good Day!

Deirdre Van Nest

"Sharing my 'Why Story' allows me to develop trust almost immediately. This has a direct impact on the number of clients who choose to work with our firm & the depth of those relationships."

- Top Producing Advisor, Rodger Johnson, CAP®, CFP®, CLU®, MSFS, ChFC®

[Click here](#) to Start a Conversation

Assets come in *Countless* Shapes and Forms...

...but they have one thing in common. They create ongoing value in the future. This is what the Crazy Good Talks Story Creation is all about! Our Expert team follows a proven process to create an impactful, creative, and compelling asset **for your business. It's your** Why Story.

This Playbook contains your final Why Story script complete with implementation strategies for how and where you will put your new asset to work!

A little *about us* and our *founder*...

Crazy Good Talks was founded by our Chief Visionary Officer, Chief Story Artist, International Keynoter, and renowned Trainer, Deirdre VanNest. She is the creator and author of two proven methods:

[Crazy Good Talks Blueprint and the Emotionally Engaging Advisor](#)

Crazy Good Talks is the go-to solution for making an impact when you express yourself.

Our community centers around financial professionals, and entrepreneurs who want to win clients and attract top talent by leveraging their most powerful business **assets...their** personal brand stories & presentation skills.

This Implementation Guide will help you reach those goals, giving invaluable and specific implementation strategies to take your business to new heights.

[Get more of the good stuff by subscribing to our Crazy Good Talks Podcast](#)





Intro to *your* Playbook

Congratulations! You took the time to create this amazing asset and now you are ready to put it work.

Put it to work? YES! Your Why Story is a living entity. It is an extension of your business development efforts and client relationship teams. With that in **mind, don't put baby in a corner!** (Sorry. Corny, I know...but I couldn't resist a reference to one of my favorite movies, Dirty Dancing!)

If you don't put this crazy good asset to work, it is like hiring a business development rep and placing them in a corner, allowing them to watch *you* work. Ridiculous. You'd never do that, so don't do that to your story!

When you put your story to work in your one-on-one conversations, online, in a video, and during presentations, your story will be working for you when you are no longer there. I cannot tell you the number of times people **who hire me say, "Your story really impacted me!"** The same will be true for you.

We have crafted this Playbook to provide you with simple, easy to understand implementation strategies that provide you with transitions, and guidance on when and where to use your story. Your Delivery Guide will ensure confidence, a natural and warm flow, and a sure-fire way to connect.

Be blessed and make it a crazy good day!

- Deirdre Van Nest



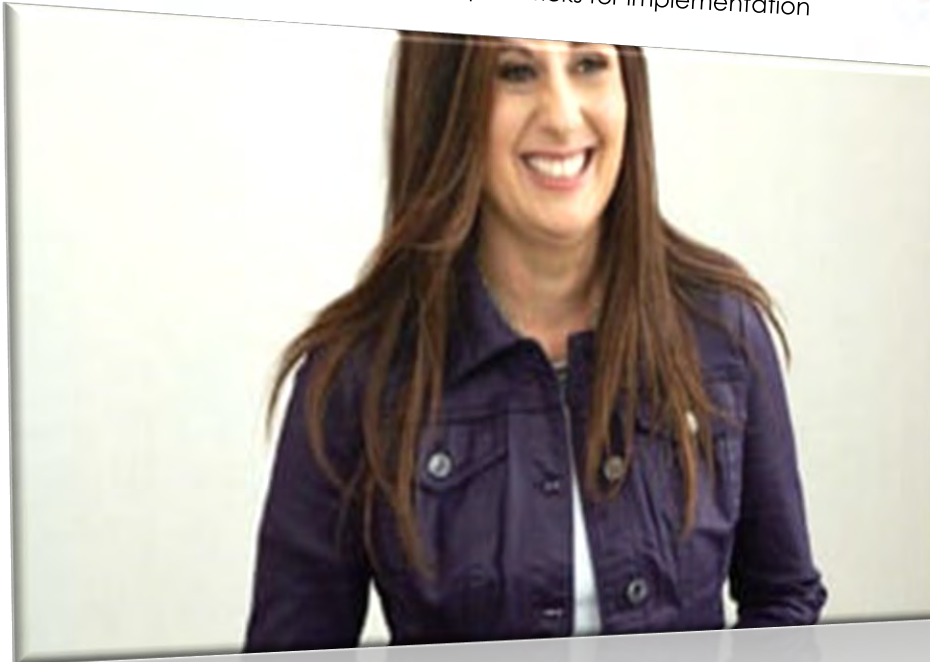
Your *Next* Steps

- ✓ Practice your story. **Warning:** Do not let “over” practicing keep you from going out and sharing your story. You will get better at it the more you say it. *Remember, you are going for connection, not perfection.*
- ✓ Review the Playbook in total. Watch the best practices videos in every section and note how your Story can be used in each situation with simple variances in your *transitions and formality.*
- ✓ Start using your story with prospects in one-to-one meetings. *Experiment* introducing your Story in different parts of the conversation so that you feel comfortable fluidly inserting it where it makes sense.
- ✓ Share your story in a group presentation or speech. Get *comfortable* with the Delivery Guide and actively work on inserting the prompts, pauses, and body language you learned during your Presentation Session.
- ✓ When you are good and comfortable, create your Why Story *video*. You want your video working even when you are not. Strategically post it on your website, on your social media platforms. Send it to your mailing list and using it in every prospecting situation.
- ✓ Add your story to your *website* and LinkedIn and other *social media* profiles. The following pages will give you scripts for the above activities plus, in certain cases, include links to examples from other clients.

Why Story for *One-on-One* Conversations

What you need to know...

Click & Watch the Video for tips & tricks for implementation



- ✓ Try placing your Why Story in the *beginning* of the meeting to establish trust, connection & likability early in the meeting.
- ✓ Know and lean into the *law of reciprocity*. You share...and then your client is more willing to share and open-up.
- ✓ Ask your **clients**, “What made you want to *invest the time* to talk with me today?”
- ✓ Use sharing your story as an opportunity to *empathize* during your conversations. Share, but then really listen.
- ✓ If your client is a driver or highly analytical, *wrap your meeting up* with your story so that before you talk action-steps, you can demonstrate why you care.

Your Why Story for One-on-One Conversations

Many people are nervous about how to transition in and out of their story. We get that! You don't want to sound contrived or corny. Here's our suggested way to do this in your 1:1 meeting. Take what you like and tweak it so it makes sense for your clientele, and you use the words YOU would naturally use. You will say this after you have your initial warm up chit chat and it's time to "officially" start your meeting.

"(CLIENT NAME), I'm looking forward to learning about you and your goals for the future. That's what we are going to spend most of our time on today. Along the way you may have questions about what I do and how I can help you. Please feel free to ask me those questions because they're important. However, what many of my clients find even more important is WHY I do what I do. May I take 3 min to share with you WHY I'm excited you're here today?"

They will of course say yes...

As you know, there are a ton of obstacles for entrepreneurs. One of the biggest is getting the right people in the right seats. I know this because I live this.

In 2005, I owned a mailing business.

When it came to hiring, I thought, "How hard can this be? I'm a good judge of character, AND I have an MBA."

Turns out, it *was* hard. For every 10 people we hired, 7 were either fired or they quit!

Finally, I called one of my mentor's asking, "What am I doing wrong?"

He said, "Alec, there's a *science-based* approach to hiring. If you trust ONLY your gut and resumes, you'll never get it right."

So, when we needed a new receptionist, I put "science" to the test.

I spoke to a candidate and thought, "She's it."

But the *scientific* results of her interview were *horrible*.

I decided to *ignore* the data and hired her anyway. I was *sure* my gut was steering me in the right direction.

Turns out, my gut was *wrong*.

It was the worst hire I ever made. Within 3 weeks, we fired her.

So, with my tail between my legs, I went all in on learning a scientific approach to hiring.

Within a year, our numbers flipped. Now, 7 out of 10 employees *stayed* with us.

Fast forward to 2008, I sold that business and was consulting with companies to improve their cash flow.

As I dug into their books, I noticed a pattern, and had a huge AHA.

These companies weren't having *cash flow* problems; they had *people* problems.

They hired the wrong people, creating toxic cultures that *handcuffed* owners from being profitable.

This, combined with my own hiring experiences, stirred a passion in me to help entrepreneurs hire the *right* people.

No one understands the pain of being an entrepreneur.

There are highs and lows, feasts and famines, and days when you want to throw in the towel. I AM an entrepreneur, I get it.

That's why in 2012, Vision Spark was born; to release *you* from the burden of making the WRONG hiring decisions.

Using our science based "Hire with Confidence System", we help entrepreneurs make the RIGHT people decisions; especially when it comes to key leaders.

We help you hire leaders who embody your culture, not take away from it. Ones who give you freedom of time, enabling you to scale and grow, all while contributing to the bottom line.

Our success rate is over 90%, while the industry average is 50.

For me, nothing is more rewarding than getting a call from an entrepreneur saying, "Alec, this leader is the *perfect fit*, they're 'Killing it!'"

This is why I do what I do.

And when you work with Vision Spark, I look forward to getting that same call from you.

When you end your story to transition out, you can say...

"So that's why I'm here today, now I'd love to learn more about you. I'm curious, what made you want to invest the time to talk with me today?"

From here they will start to open up and share their challenges with you. We have found this question to be gold! We've used it at Crazy Good Talks for the past decade and it really opens people up and gets them talking from their hearts versus their heads. (You want them in their hearts!)

Your Bottom-Line Why Story

In 2005, I owned a mailing business, and when it came to hiring, I thought, “How hard can it be?”

Turns out, it *was* hard. For every 10 people we hired, 7 were either fired or they quit!

My mentor eventually told me, “There’s a *science-based* approach to hiring. If you trust **ONLY** your gut, you’ll never get it right.”

I started using this approach, and it flipped our numbers upside down.

But it wasn’t until I sold that company and started consulting with other companies to improve their cash flow, that I had my big AHA.

Most companies have *people* problems; not *cash flow* problems, which limits their profitability.

So, in 2012, Vision Spark was born out of my passion to help entrepreneurs hire the **RIGHT** people.

We help entrepreneurs hire key leaders who embody your culture, not take away from it, while contributing to the bottom line.

Our success rate is over 90%, while the industry average is just 50.

I do what I do because nothing is more rewarding than getting a call saying, “Alec, this leader is killing it!”

And when you work with Vision Spark, I look forward to getting that same call from you.

Click & watch the full video for tips on where and when to bottom line!



There are situations where there is *not enough time* to delivery your entire story...Use your **Bottom-Line** Story

Why Story for Group Presentations And Videos

What you need to know...



- ✓ *Transitioning* in and out of your Why Story in a group presentation IS one of the hardest parts. Generally, putting your story at the *beginning*, gains trust, connection and likeability fast... **We like that!**
- ✓ If you want to open with a bang, and seamless dive into your story, then put your story on the *agenda*! When you are preparing the audience for what you will be talking about, **let them know it's coming. It's not awkward if they are expecting it!**
- ✓ To transition out, *explain why you shared* your Why Story. For example, **"That's *why* I am here tonight, now let's talk about *why* you're here."**



Why Story for Group Presentations *and Videos*

What you need to know...

Remember, the emotion of your story WILL NOT be felt in your words alone. It will also be felt in your delivery. Your pauses, word emphasis, tone of voice, and facial expressions matter. For this reason, your Group Presentation and Video script contains a Delivery Guide.

Note that there are numbers and color variations in this script. The number after a word indicates where you need to take a pause – either for emphasis or to allow the listener to process their emotions. A (1) implies pausing for approximately 1 second. A (2) means pause for approximately two seconds. A three-second pause, noted by (3), is used when you are saying something meaningful that you really want to sink in.

Please note that when you see a comma, pause for a beat – about one-half a second. You will at times see commas in this script that are not grammatically correct. That is intentional. The Delivery Guide is for the spoken – not written – word.

The bolded words indicate that this is a word to emphasize for impact.

Here is a [LINK](#) to your
Recorded Presentation Session.

Your Why Story for Group Presentations and Videos

A huge challenge for entrepreneurs is getting the right people in the right seats. 1

I know this, because I live this. 1

In 2005, I owned a mailing business.

And when it came to hiring thought, “How hard can this be? I’m a pretty good judge of character, AND I have an MBA.” (making light of it sounding)

Turns out, it *was* hard. For every 10 people we hired, 7 were either fired or they quit! 1

Finally, I called one of my mentor’s asking, “What am I doing wrong?” (confused sounding)

He said, “Alec, there’s a *science-based* approach to hiring. If you trust ONLY your gut, you’ll never get it right.”

So, when we needed a new receptionist, I put “**science**” to the test.

I interviewed a candidate and thought, 1 “She’s it.” 1 (confident sounding)

But 1 the *scientific* results of her interview, 1 were *horrible*.

I decided to *ignore* the data and hired her anyway. 1 I was *sure* my gut was steering me in the right direction. 1 (confident sounding)

Turns out, my gut was *wrong*.

It was the worst hire I ever made and within 3 weeks, we fired her. 1 (couldn’t believe it sounding)

So, with my tail between my legs, I went all in on learning a scientific approach to hiring.

Within a year, our numbers flipped. (excited)

Now, 7 out of 10 employees 1 *stayed* with us. 1 (excited)

Fast forward to 2008, I sold that business and was consulting with companies to improve their cash flow.

As I dug into their books, I noticed a pattern, and had a huge AHA. 1

These companies **weren’t** having *cash flow* problems; they had *people* problems. 2 (made an important discovery sounding)

They hired the wrong people, creating toxic cultures that *handcuffed* owners from being profitable. 1 (indignant)

This, combined with my own hiring experiences, stirred a passion (display passion) in me to help entrepreneurs hire the *right* people.

No one understands the pain of being an entrepreneur.

There are highs and lows, feasts and famines, and days when you just want to throw in the towel. 1

I AM an entrepreneur. I GET it. 1 (empathetic and confident)

That's why in 2012, Vision Spark was born; to release *you* from the burden of making the WRONG hiring decisions. 1

Using our science based "Hire with Confidence System", we help entrepreneurs make the RIGHT people decisions; especially when it comes to key leaders.

We help you hire leaders who embody your culture, not take away from it. Ones who give you freedom of time, enabling you to scale and grow, all while contributing to the bottom line. 1

Our success rate is over 1 90%, while the industry average is just 50! 1 (smile, look/sound excited)

For me, nothing is **more rewarding than getting a call from an entrepreneur saying, "Alec, this leader is the *perfect fit*. They're 'Killing it!'"** (smile, sound/look excited)

That's why I do what I do.

And when you work with Vision Spark, I look forward to getting that same call from you. (Smile)

Todd's Why Story Video

An example of well done!



- ✓ Creating a Why Story video is a great way to *leverage your time* when posted to your website & social media platforms.
- ✓ A great video helps you *build rapport* with prospects prior to meeting with them.
- ✓ Video is a *practical and effective* tool for existing clients to use when referring family and friends.

CRAZY GOOD TALKS®
— DEIRDRE VAN NEST —

Making a *Video* FAQs

We know that *making a video* of your Why Story may seem like a daunting task, so we turned to our most *trusted* video production company, [Idea Decanter](#), to ask for support and bring you answers!

What should the *call to action* be in my video?

“Start with the *end in mind*. How are you using the video? LinkedIn®, in a webinar, on your website, in an email?

Once you can picture the video in that medium, *imagine* what you want the viewer to do next.

THAT’s your *call to action!*

What kind of *gear* should I use, and how do I *set it up*?

“Check out the *video tutorial* that has some great tips about how to set up.

We also have other *resources on our website* which may answer some more of your **questions!**”

Why Story for *LinkedIn*

We recommend that you share your Why Story for LinkedIn and on your website under the “About” section. The script is formatted so it is easy to read online and in mobile viewing. LinkedIn does not allow bold text or the use of color, so we use all CAPS in this version to draw the reader’s eye to the important points if the reader is just skimming the story. On your website, you should bold the lines that are in all CAPS here. Having your story on **LinkedIn and your website will separate you from the “Sea of Sameness”** in your industry.



Pro-Tip: We suggest you *close your story* by adding a line like one of these below (word it so it reflects your personality and the exact action you want them to take to connect with you.

*“If you’d like to **connect**, please click this link to schedule a **complimentary** strategy session with me. “*

OR

*“If you’d like to **chat**, please click the link to **schedule a time to talk.**”*

About

HAVE YOU EVER HAD A LIFE CHANGING AHA MOMENT?

Mine was in 1982. To understand why this date impacted me so much, let me tell you about Jennifer and Jonathan.

One morning, Jonathan heads to the kitchen where his wife Jennifer is feeding their 2-year-old daughter April. He kneels by her highchair, gives her a kiss and says, “Baby Girl, be good for Mommy.” Then he gives Jennifer a big ole kiss and says, “I love you. I’m going for a bike ride.” “Love you too,” she says. “Please be careful!”

LITTLE DID SHE KNOW THAT WOULD BE THE LAST TIME SHE SAW HIM ALIVE.

As you can imagine, she was devastated. I know this because I was their insurance agent at the time. It was early in my career and the first time I had to deliver a life insurance check to a young widow. The idea of delivering this check was painful, but it was rewarding to think this money could help ease Jennifer’s burden.

BOY, WAS I WRONG.

I went to her house with the check and said, “Jonathan loved you. This check is enough to take care of you and April if you manage it right.” Jennifer looked at me and said, “Manage it right? What does that mean? Jonathan managed our finances.”

As we talked, I learned they had not done any planning outside of buying life insurance. He didn’t even have a will!

That’s when I realized, “I JUST DELIVERED A CHECK WITHOUT INSTRUCTIONS!”

Because of that, Jennifer had no idea what to do with this money and instead of feeling relieved, she felt overwhelmed and confused. It was then that I had my CAREER DEFINING AHA MOMENT.

I realized delivering a check was NOT ENOUGH. My clients needed more than just products like insurance; they NEEDED PLANNING. Most of all, I realized I was trained to FILL financial needs, not PLAN for them.

THERE’S A HUGE DIFFERENCE BETWEEN THE TWO.

Right then I decided, “If I’m going to be a trusted advisor, one who doesn’t just FILL needs but PLANS for them, I need to start doing things differently. To do that, I need a different kind of training.”

So, I set out to get all the industry designations I could AND at the age of 40, went back to grad school and earned an MS in Financial Services. I did this so that when you work with me and my team, you will be confident that we’ve developed a comprehensive plan based on your goals that will not only BENEFIT YOU BUT WILL IMPACT YOUR HEIRS FOR GENERATIONS TO COME.

My promise to you and all my clients is that I WILL NEVER AGAIN DELIVER A CHECK WITHOUT INSTRUCTIONS!

If you’d like to talk to me about developing your goal-based plan, please send me a private message. I’d love to help!

Your Why Story for LinkedIn

A HUGE challenge for entrepreneurs is getting the *right* people in the *right* seats.

I know this because I live this.

In 2005, I owned a mailing business.

And when it came to hiring, I **thought**, “How HARD can this be? I’m a pretty good judge of character, AND I have an MBA.”

Turns out, it *was* hard. For every 10 people we hired, 7 were either fired or they quit!

Finally, I called one of my mentor’s asking, “What am I doing wrong?”

He said, “Alec, there’s a *science-based* approach to hiring. If you **trust ONLY your gut, you’ll never get it right.”**

So, when we needed a new receptionist, I put SCIENCE to the test.

I interviewed a candidate and **thought**, “**She’s IT!**”

But the *scientific* results of her interview were *HORRIBLE!*

I decided to *ignore* the data and hired her anyway. I was *sure* my gut was steering me in the right direction.

Turns out, my GUT was *WRONG!*

It was the worst hire I ever made and within 3 weeks, we fired her.

So, with my tail between my legs, I went ALL IN on learning a SCIENTIFIC approach to hiring.

Within a year, our numbers FLIPPED!

Now, 7 out of 10 employees *stayed* with us.

Fast forward to 2008, I sold that business and was consulting with companies to improve their cash flow.

As I dug into their books, I noticed a pattern and had a huge A-HA.

These companies weren’t having *cash flow* problems; they had *people* problems.

They hired the *WRONG* people, creating *TOXIC* cultures that *HANDCUFFED* owners from being profitable.

This, combined with my own hiring experiences, stirred a PASSION in me to help entrepreneurs hire the *right* people.

NO ONE understands the pain of being an entrepreneur.

There are highs and lows, feasts and famines, and days when you just want to throw in the towel.

I AM an entrepreneur. I GET it.

That's why in 2012, Vision Spark was born; to release *you* from the burden of making the WRONG hiring decisions.

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We help you hire leaders who EMBODY your culture, not take away from it. Ones who give you FREEDOM of time, enabling you to scale and grow, all while contributing to the bottom line.

Our success rate is over 90%, while the industry average is just 50!

For me, nothing is more rewarding than getting a call from an entrepreneur saying, “Alec, this leader is the *PERFECT* fit. They're ‘KILLING it!’”

That's why I do what I do.

And when you work with Vision Spark, I look forward to getting THAT same call from you.

Your Implementation Timeline

- ✓ Practice your story. **Warning: Do not let “over” practicing keep you from going out and sharing your story.** You will get better at it the more you say it. *Remember, you are going for connection, not perfection.*

Suggested Implementation: Practice your Story [here](#) with our new Artificial Intelligence tool. Make sure you are doing this within the **first week** of receiving your Playbook.

Completed

- ✓ Review the Playbook in total. Watch the best practices videos in every section and note how your Story can be used in each situation with simple variances in your *transitions and formality*.

Suggested Implementation: Make sure that you watch each video. There are golden nuggets in all of them. This is a little bit of a time investment, so give yourself **two weeks**.

Completed

- ✓ Start using your story with prospects in one-to-one meetings. *Experiment* introducing your Story in different parts of the conversation so that you feel comfortable fluidly inserting it where it makes sense. We suggest opening with it but feel free to try it in other places-closing with it can be powerful too! The reason we like to open with it is you want to build that trust as early on in the meeting as possible.

Suggested Implementation: Using your Bottom-Line Story is also a good way to start incorporating your Story into those one-on-one conversations. **Within two weeks** is the goal.

Completed

- ✓ Share your story in a group presentation or speech. Get *comfortable* with the Delivery Guide and actively work on inserting the prompts, pauses, and body language you learned during your Presentation Session.

Suggested Implementation: Doing a Group Presentation will depend on scheduling of course but try to get this one in at least one presentation within the **first 60 days**.

Completed

- ✓ When you are good and comfortable, create your Why Story *video*. You want your video working even when you are not. Strategically post it on your website, on your social media platforms. Send it to your mailing list and using it in every prospecting situation.

Suggested Implementation: *Schedule this now*, but you can give yourself up to *90 days* to work on your presentation and really nail down the delivery. Make sure you are using the AI tool and pay close attention to the insights.

Completed

- ✓ Add your story to your *website* and LinkedIn and other *social media* profiles. The following pages will give you scripts for the above activities plus, in certain cases, include links to examples from other clients.

Suggested Implementation: For compliance purposes, this may take a little longer than some of your other action items depending on who manages your website and social media channels. Take advantage of the low hanging fruit and publish the social media scripts on your “About” page *as soon as possible*.

Completed

Do *you* need *help?*

[Click HERE](#)

Identifying and crafting your business stories can be *hard*.
Sometimes you need the experts to do it for you.

We get it!

Our highly skilled Story Strategists,
Artists, & Delivery Specialists are
ready to help you:

Write

Your compelling personal brand WHY
Story

Coach

You on how to masterfully tell your
WHY Story

Show

You exactly how to Put your Story to
Work so it's an asset for your business

WE CAN HELP!

[Click HERE](#)

