

CRAZY GOOD TALKS®

— DEIRDRE VAN NEST —



Your WHY Story Template



Have you ever *asked* yourself...

- How can I stand out from the herd and not be viewed as a commodity?
- How do I grow my business faster?
- How do I quickly build relationships across all communication platforms?
- How can I make a bigger impact in the lives of others?

If so, **you're not alone and one of the most effective answers** to these questions may shock you!

See gone are the days where people want to work with a faceless business. People today demand authenticity and emotional connection. They want to work with people they *relate* to, and *trust* have their best interests at heart.

But creating that *trust quickly* can be challenging.

That's where your WHY Story comes in. When people first experience you, *nothing* can convey how much you truly care about your clients like your WHY Story will.

And when you know how to how to package up and share your **WHY Story in a compelling way with your ideal clients, you'll be** able to increase trust, connection, and likeability in three minutes or less!

Now, I know that's an outrageous claim, but I've been teaching storytelling and public speaking for over a decade, and I've never come across a communication tool this powerful. In fact, when told right and leveraged correctly, your WHY Story literally becomes an extension of your business **development team. It's one** of your most powerful business assets.

Here's what I mean:

On January 11, 2017, I shared my WHY Story for the first time in a Keynote to a group of financial advisors and the results blew my mind.

As I shared, I could *feel* the energy in the room shifting. When my story was over, an advisor raised his hand and said, **"I will believe anything you say right now!"** (that's what you want too, right?).

As you can imagine, it *changed everything*.

I started sharing my story everywhere I went. By the end of 2018, our sales had increased more than 60% due to this ONE tweak. Not only that, but I was having more FUN.

Because for the first time in my life, I was bringing the full ME to my work. This experience left me with a powerful AHA; when you *STOP PROVING* yourself and *START BEING yourself...magic happens!*

So, what is a *Why Story* anyway?

To truly be an asset for your business, your WHY Story must:

- Convey WHY you do what you do
- Convey WHY you care about helping your ideal clients
- Show your humanity and make you relatable

Your WHY story *is* your differentiator more than anything else you offer.

Don't want to compete on price?

Share your WHY Story.

Want to stand out and not be viewed as a commodity?

Share *your* WHY Story.

Want people to trust you, like you, and feel connected to you in three minutes or less?

Share your *Why Story!*

When you do, you'll build your business faster and make a bigger impact in the lives of others

Due to these reasons, I am thrilled to share my WHY Story template with you. In this template I ask you a series of questions and prompts to draw out your unique and amazing story.

So, jump into the template now and we'll reach out to you in a few days to see how you're doing.

Be blessed and make it a crazy good

- Deirdre Van Nest



Share your WHY Story *everywhere you* communicate

Top Tips to Remember...

Click below to see me my WHY Story for Financial Professionals



Your WHY Story is a story you *share* with prospects, clients, CIOs and team members about WHY you do what you do and WHY *you care* about the business you're in. It is about WHY you *help the people* you help or the initiative you're launching. It should be used in:

- ✓ Group Presentations and podcasts
- ✓ One-on-One prospect, client, COI, and recruiting conversations
- ✓ On your website and social media platforms
- ✓ In video format; and
- ✓ In your written marketing materials

Keep in mind you will need to have *adaptations* of your WHY Story for different audiences and different platforms. In fact, you may need more than one WHY Story to meet the needs of your business goals.

Pro Tip: When you tie your WHY Story into why *you care* about the people you serve (*like I do in my WHY Story about my mom and dad*) you will massively increase *connection and buy-in*.

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Examples of WHY Story Subjects from a few clients

"I've wanted to be an **entrepreneur** since I was 13 years old..."

"My dad was an advisor. I started going to work with him to **help around the office** when I was 10 years old..."

"I originally got into the industry because I was a **finance major** and becoming a wholesaler was the next logical step. However, the logical turned emotional when I started working with an advisor named Jim."

Then a brief story where Jim was helped, where he is now, how it impacted you, and how that relationship has driven you to get similar results.

"The reason I am passionate about helping dentists make sure their **income is protected** is that I'm a dentist too. I can no longer practice due to carpet tunnel syndrome and when I was going through the process of collecting on my disability insurance policies only 1 out of 3 policies I had actually paid me.

I couldn't believe it.

I was so upset that I started calling my dentist friends saying, "Hey let me review your policy. I don't want this to happen to you. After doing this for several years just to help my friends, I decided to make it my career."

"My husband died leaving me a **widow at 31** with 2 toddlers in tow. It was terrifying! I had mentors in my career cheering me on along my journey & because of that I vowed as a leader that I would **help others achieve** their career goals too."

Let me **Guide** you through creating your *Why Story*

OR...fast track your results

We find that most professionals need **help making sure they've identified the *right story***, that their story is tight, and that it makes a *clear and compelling* point for their ideal clients.

Working on their own, assuming they've identified the right story to share, many people need to go through 6 to 10 rounds of *editing* to get the story right. **If you're an advisor, it's like your clients trying to create their own financial plan!**

DIYing it IS a heavy lift, so if you want help, *we've got you covered.*

To *fast-track* your results, you can work with us directly. We do all the heavy-lifting *and* its only two hours of *your time*. **We'll identify and write your story in your voice and then teach you how to present and use your story *everywhere you communicate*...helping your become a magnet for your ideal client...seriously!**

If you are interested in learning more, please [click here](#) to schedule a free Strategy Session with Lillian. **We'd love the opportunity to help you.**



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Step #1: Identify your WHY Story

I find that client fall into one of three categories

1. Our clients go into the business because of something that happened to them personally. It could be a negative or positive experience, but typically, it happened in the first two and a half decades of their lives. **We've had clients have situations hit them later in life too.**
2. They fell into the business for a variety of reasons, but they stay in the business and fall in love with this work because of the clients they have helped along the way.
3. **They've experienced both scenarios.**

Which camp do you fall into?

If you are in *camp number 2*, choose a specific client story to share. Being general will NOT **have the same emotional impact**. If it's *camp number 3*, I find the most powerful story will be the one that happened to you personally. I suggest you start there.

If you are drawing a blank, don't worry! The next several pages are questions to help inspire some ideas.

If you have already identified where your story is coming from (*your own life or a specific client event or experience*), jot down a few ideas about what you think the topic of your WHY story might be.

Who are your *ideal* Clients?

Be as specific as possible!

Why are you *so driven* to help this group of people?

Did something happen to you personally?

If so, what was it?

If not, what did you observe someone else go through?



What *experiences* in your life have *impacted* you and perhaps have contributed to you ending up in your current role?

Go through each decade of your life and ask yourself if something in this decade (good or bad) contributed to you getting into this profession.

What about your work gets you excited to *get out of bed* each morning?

What client results light your fire? What client results do you want to replicate?

What *experiences* in your business have made an impact on you emotionally?

Think about clients you have helped or people who need your help, but for whatever reason didn't get it in time. What situations break your heart?

Jot down a few *ideas* based on what you came up with in the questions above.



Step #2: Sketch your Story

I find the simplest way is to bullet point

I find the simplest way to create a story is to bullet point the details in the categories below – do a brain dump – and then finesse the details and turn them into a cohesive story that flows.

1. *Circumstances*

What was going on at the time? Give a few details so **that the audience can “see” the scene.**

For example: It was May 24, 1980, a beautiful spring night in Chappaqua, New York. One of those nights where it felt good to be alive. Where kids are outside playing ball and you can hear their laughter from your open windows.

Do you feel like you’re there? Can you see it, hear it, feel it?

(Caution: don’t get overly flowery here it will sound like a novel. Just choose 2 to 3 descriptors. I have more descriptors in my story than you may need because I deliver keynote speeches.)

Describe your **scene** to me.
What’s going on?





What can you *see*?

What can you *hear*?

What do you *feel*?

What can you *smell*?

What *day, season* and/or *year* was it?

2. Characters

Who is the story about?

For Example: Ray and Karen Sanseverino and their 10-year-old daughter.

Who is in *your* Story?

Tell me about them *personally*.

What do they look like?

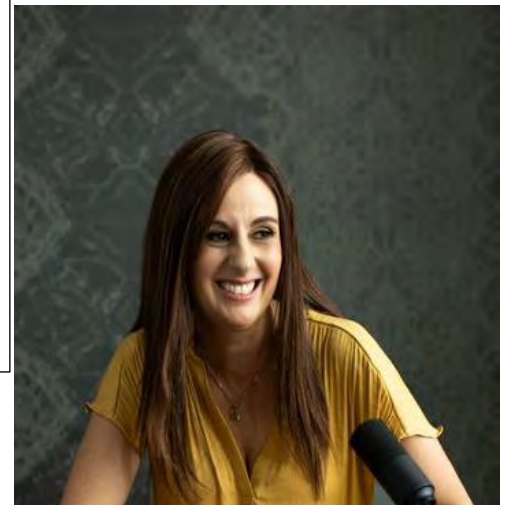
What traits do they have?

How do they act?

What's in your main character's past that should make us care about his or her future?

How can we relate to them?

You **MUST** humanize them.



“A character can be you,
other people, an animal,
or inanimate object!”

3. *Problem or Catalyst*

Every Story must have a central problem, or a catalyst caused a change or there's no story. A problem would be a negative situation and a catalyst is a positive situation.

Example of a *Problem*: My mom died, and my dad was critically injured, out of work for many months.



What is the *Central Problem* in your WHY Story?

Be sure that you are only choosing one!

Why is this a problem?

Be sure that you are only choosing one!

What made the problem *worse*?

Be sure that you are only choosing one!

If there is not a problem, what was the *catalyst for the change* or desired outcome?

4. *Outcome*

Your Personal Brand WHY Story must lead to a *new outcome* or there is no story.

In business, storytelling an outcome has 2 elements:

The Resolution – In his book, “The Story Theatre Method,” Doug Stevenson (*Doug is also one of my personal storytelling coaches*) explains resolution like this, “It’s where you tie up all the loose ends.” Make sure that your audience knows how everything worked out. If you don’t tell them, they will be distracted wondering about the details. Note that resolution does not mean that the problem was solved.

For Example: I used to not tell my audiences that my dad was still going strong today. I **didn't realize it was important until people kept coming to me asking, "How's your dad?"** I realized that I needed to tie up that loose end and let people know how he was doing today.

Your Transformation - What changed in your life because of this problem or catalyst? Be OBVIOUS with this transformation. This is the lesson learned in the story and the reason for telling it. Connect the dots for your listeners between your transformation and how it relates to them. Too many professionals expect their listeners will "just get" their point. They won't. You **MUST** spell it out for them.

If you haven't told them upfront, i.e., *before* you share your story, "I'd like to tell you why I do what I do.", you must say something like this to your listeners (or readers if this is in print online):

"The point of my Story is..." OR

"If you're wondering why I'm sharing this, here is the connection..." OR

"The lesson I learned that day was..." OR "And this is why I do what I do"

"So, what does this Story about my mom and dad have to do with you?"



What **happened** in the Story?
How did the Story end?

How are the characters' lives **better** or **worse**?

What **loose ends** do I need to tie up?

Have I left something out that the audience will be curious about?

5. *Advance Strategy: Conversations in Dialogue*

Adding dialogue adds life to your story. This is an advanced speaking strategy so let yourself be a beginner with it. It takes time to develop this skill, but once you do, it makes a HUGE difference in how your audience emotionally receives your story. Most speakers tell stories in straight narration. As a Crazy Good Speaker, you want to mix dialogue into your narration. Here is how this looks.

Dialogue: *“Dad’s gone and he’s not coming back.”*

Narration: **Your dad told me that he’s not coming back.**

Dialogue: *“I want to tell you what I want to do for the rest of my life!”*

Narration: Karen told Ray she wanted to tell him what she wanted to do for the rest of her life.

Hopefully you can feel the difference when you read the above, but if not, say the lines out loud or have someone say it to you both ways. You will for sure feel the difference. Dialog hits you emotionally. You feel like you know the character and you are in the scene. With narration, you **don’t**.



Tips for turning narration into *dialogue*

Speak in the *present* tense
and in the *first person*.

Tell us *exactly* what the
character said or the *gist*
of what they said or would
have said.

When *looking for places* to add
dialogue, use lines that tell us how a
character *feels* or when an important
moment happens.

P.S. Have *fun* and practice!

What are the *most important* lines of dialogue & who said them?

Example: "I'll never forget the call we got at 6:00 a.m. on May 25, 1980. It was the nurse at the hospital saying, "I'm sorry, we did everything we could, but Karen died."

What did the characters say to each other – **or if you can't** remember – what was the *gist* of what they said to each other?

What were you (*if you were the character*) or the other characters *thinking* and what did you *say* to yourself?

This can be the best type of dialogue because people love to get a glimpse in other people's heads.



What were the characters *feeling*?

Turn those feelings into dialogue. For Example: My friend Michelle said to me, "Deirdre, the Crazy Good Talks Blueprint is the best. I'm bringing in more clients than ever before and working fewer hours. I couldn't be happier."



Step 3: Write your WHY Story

Great job!

Now go back through the bullet points you noted in the answers above and start to put them into a cohesive story that flows. Note that you will not need to (nor should you) include every detail you outlined above. The goal is to have your WHY Story come in at no more than 475 words. Once you have your story, start practicing. Practice with friends and family first. Get their feedback to make sure the story **makes a clear point and doesn't drag in places. Make sure** you are not adding details that are not needed. This is one of the BIGGEST storytelling mistakes!

After you get your feedback, make necessary tweaks and then start sharing your WHY Story.

And look, we know your expertise is YOUR business, not story creation. So, if you want us to identify it, create it, and teach you how to use it as an asset in your business, we are here to help!

If *you* need a little more
help?

Click HERE...

We're always just
a click away!



Who's Deirdre?

Deirdre Van Nest is a top-rated international Speaker, Speech and Storytelling Strategist, and the founder of Crazy Good Talks, a communication company that specializes in teaching financial professionals and entrepreneurs how to master the art of persuasion, so they get to the “YES!” quicker.

Over the past 11 years Deirdre Van Nest has used her Speech and Story Creation formulas to personally book millions of dollars in closed in business from 1:1 meetings, and from live and virtual stages. She's taught 1000's of advisors and entrepreneurs how to do the same and would love to teach you too!

If you'd like to work with her directly, please email

connect@crazygoodtalks.com to book a complimentary strategy session with our Client Relationship Manager, Lillian.

You can continue to grow your storytelling and speaking skills by subscribing to her Crazy Good Talks® podcast (click the QR code below) or go to www.CrazyGoodTalks.com for more resources.

