

• Who is your customer, and what do they **want**?
(A story starts when a person wants something, we must identify the simplest desire that our customer has.)

• What is the problem your customer would like to **solve**?
(A story hooks the audience when a person encounters conflict, we need to define their problem and state it clearly to let them know we understand it.)

• What makes you the solution or **guide** to this problem? Why do you understand it, and why do you have the authority to solve it?
(People in trouble do not know how to solve their own problems, they are simply looking for a guide to help them. For this reason, you are not the hero, they are. You are the guide, but why?)

• What is the simple **plan** you have that solves their problem?
(A three or four step repeatable simple plan is key. It gives you a way to let them know that "it's easy to work with us, just take these baby steps.")

• How do you call your customer to **action**?
(Unless we challenge someone to take action, they won't. Your cta must be crystal clear to the point a 3rd grader can understand it.)

• How do you help your customer **avoid failure**?
(People are motivated for 2 reasons: to avoid failure, or experience success. Define what your customers could lose if they do not engage in business with you.)

• How do you help your customer experience **success**?
(If we do not cast a 'vision of success' for our customer, they will not understand what direction we want them to move. Define what your customer's life will look like if they do engage in business with you.)


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