

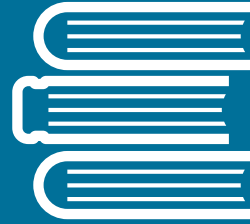
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TELLING STORIES

Simple Story-Telling Tips

- **Start in the middle of the action**
- **Avoid Bald Stories**
- **Show, don't tell**
 - John was mad
 - John kicked the door open and slammed his briefcase on the table.
- **Incorporate dialogue (with action beats)**
 - “Go home,” John said, as he glanced at his watch. “You’re going to be late for dinner.”



TACTICS & GAMBITS

**A Known Tactic Is
A BLOWN TACTIC!**

The Takeaway

- This is not for you if...
- This may not be right for you...
- You should pass on this offer, unless you...
- ...if you qualify
- ...if you meet the following criteria...

The Damaging Admission

- **Admitting an insignificant negative about the product/solution/mechanism**
- “You won’t find any fancy graphics or images...”
- **Savvy: Turning the Damaging Admission into a positive**
- “Let me be clear: This only does one thing. And that’s because we wanted to focus on making it the best at that.”

Combining both...

“Let me be clear: This only does one thing. And that’s because we wanted to focus on making it the best at that. So, if you’re looking for a mediocre ‘one app does it all’ kind of thing, this not for you. This is for those folks who want the best.”

Open Loops, Nested Loops

- More about that in a minute...
- In a moment I'll tell you... First, let me...

Frame Control

- **How to alter your prospect's perception of the facts, even though the facts have not changed at all.**
- 90% of people who undergo this surgery are fine.
- 10% of the people who undergo this surgery die on the table.

Frame Control In Price

- One payment of \$1000... or... 4 payments of \$300.
- 4 payments of \$300... or... you can save \$200 with one payment of only \$1000.

Framing Claims As Facts

- You already know that...
- You already recognize that...
- Obviously...
- Without a doubt...
- Without question...
- Certainly...
- Surely...
- There's no question that...
- It's clearly evident that...
- The fact is...
- Of course...
- We can agree that...
- Everyone in ____ knows...

Framing (Steering) Choice

You have three choices for back pain:

- OTC Painkillers: All it takes is just popping a pill. But, OTC painkillers can damage your intestinal tract, and never eliminate the real cause of your pain.
- Massage Therapy: It's extremely relaxing and enjoyable. But, the wrong type of massage can seriously exacerbate a back injury and even put you at risk for a secondary injury from loosened muscles that are trying to protect your spine from the original injury.
- Chiropractic: Yes, it requires you take 15 minutes out of your schedule each week. But, it's the only proven way to help you eliminate the real cause of your back pain, and it's the only natural and safe way to get and stay pain free.

Framing (Steering) Choice

- **Choice 1:** Weak advantage, strong disadvantage, strong disadvantage
- **Choice 2:** Strong advantage, strong disadvantage, strong disadvantage
- **Choice 3:** Weak disadvantage, strong advantage, strong advantage