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The most important trait of an entrepreneur is someone who can tell a story.

10 storytelling principles to get their attention, raise money and win deals:

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## 1/ Start with "Why"

- Nobody cares what you can do
- Everybody cares what you can do for them
- Leading with Why draws the attention of the people you can help



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## 2/ Tailor to the listener

- Clearly define who your audience is
- Employees, customers or investors
- Ask yourself "What do they want?"
- Adjust your message appropriately



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### 3/ Pass the "So What?" test

- "We make", "We do" or "We supply" doesn't get customers
- Talk about what you do? Your customer will think "so what"
- Talk about how you do it? Your customer will think "so what"
- Instead, talk about why it matters to them





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## 4/ Keep it simple

- Complexity creates friction
- Make your message simple enough to grasp & get excited about
- Limit yourself to a story you can tell in a few seconds
- Tell it from memory



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## 5/ Layer in emotion

- It's not what you say, it's not what you do
- It's how you make them feel
- Your story needs to drive the listener to action
- Change the way they feel, change the way they act



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## 6/ Make it a highlight reel

- People remember a random sample of the information you tell
- Don't pack your story with every selling point
- Stick to a simple message that you repeat in different ways
- Few things to remember → audience will remember what matters





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## 7/ Anchoring

- The pain from a loss is much worse than the pleasure from a win
- Anchor your listeners reference point to persuade with ownership
- Let them see the product/service in action
- They will have to suffer a loss if they do not buy





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## 8/ Framing

- Use the collective first person
- Speak as if they've already made the decision to buy
- "You'll have benefit ABC" or "We will solve problem XYZ"
- People don't like giving something up



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## 9/ Speak directly to your audience

- The internet has commoditised the reporting of facts
- Have personality on social media to grab attention
- Context your story on a human level, non an institutional level



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## 10/ Humanise your brand

- Humans crave genuine connection with one another
- Broadcast messages on a human-to-human level
- Narrow the focus and up the quality of content you produce



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**TL;DR:**

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- 2/ Tailor to the listener
- 3/ Pass the "So What?" test
- 4/ Keep it simple
- 5/ Layer in emotion
- 6/ Make it a highlight reel
- 7/ Anchoring
- 8/ Framing
- 9/ Speak directly to your audience
- 10/ Humanise your brand





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