

Story starters ... for your CUSTOMER stories

- **Meet You don't know, but you may relate to his/her story.**

eg Meet Mike. You don't know Mike, but you may relate to his story

- **How familiar does this sound/feel? You're a but being so is coming at a cost.**

eg How familiar does this sound? You're an ambitious, high achiever, climbing the corporate ladder, but being so driven is coming at a cost.

- **..... wanted to because he/she The problem was,**

eg Geoff wanted to learn a bit of French, because he had booked a holiday to the south of France over the summer and wanted to show good manners. The problem was, his memories of learning French at school were not good, and he wanted it to be fun.

eg David wanted to leave the corporate world because he had had enough of being defined by his job role and was ready to see what he was truly capable of. The problem was, he didn't know the first thing about marketing himself or even who his ideal client would be.

- **If you'd met in you'd have seen But, not everything was as it seemed, from the outside looking in.**

eg If you'd met Sherry in 1987 you'd have seen an extremely successful woman, working in IT in the city. But, not everything was as it seemed, from the outside looking in.

- **When told me her/his story, it was a familiar one. I'd heard it many times before. It went like this.**

eg When Lucy told me her story, it was a familiar one. I'd heard it many times before. It went like this.

- wasn't having a great day. In fact, recently, great days were few and far between. Most days were filled with You see, was

eg Brad wasn't having a great day. In fact, recently, great days were few and far between. Most days were filled with stress, frustration and anxiety. You see, although he didn't realise it, Brad was burnt out.

- had all but given up hope. After all, he'd been struggling with for as long as he could remember. He'd tried so many things, but nothing seemed to help. He was beginning to think nothing ever would.

eg George had all but given up hope. After all, he'd been struggling with back pain for as long as he could remember. He'd tried so many things, but nothing seemed to help. He was beginning to think nothing ever would.

- knew what Happy Ever After story she/he wanted for her/himself, but she had no idea how to make it happen. If only someone could wave a magic wand.

When I met she/he

eg Penny knew what Happy Ever After story she wanted for herself, but she had no idea how to make it happen. If only someone could wave a magic wand.

When I met Penny she had lost all confidence in how she looked, she hated the extra weight she'd put on and her love of clothes shopping had turned into pure torture.

- In something happened to that Overnight she/he went from to

What had happened?

She'd/He'd

eg In 2013 something happened to Sarah that turned her world upside down. Overnight she went from woman on a mission, in control and loving life to exhausted, emotional and, in her words, "a complete mess".

What had happened?

She'd had a baby.