

*Facts Tell,  
Stories Sell...*

**Are you selling as  
much as you could be?**

**Who hasn't sat in a sophomore literature class trying to remember how to spell (much less pronounce) "denouement" —or at least trying to remember whether it's the pinnacle or resolution of the plot?**

### COMPANY STORY

A direct selling company's story needs to be more than inspiring – it's needs to be unique. Dive into the stories of 3 companies most like yours. How similar are the stories?

Without meaning to, many companies tell the same story: the founder dreamed of being able to spend more time with family while earning an income; the founder worked through a challenge; the founder created success. While highly relatable, this story pattern is much like the next direct selling company's story.

Use the story to create a differentiation.

- Is it the mission or vision?
- Is it an uncommon obstacle, but an identifiable struggle?
- How can the potential distributor or customer be the hero of this story?



### OWNING THE STORY

In the absence of a story, people create a story. And the problem with that is that the story is unlikely to be true, may not be relevant and has little to no chance of being compliant – putting the company at risk of a Federal Trade Commission lawsuit.



### PRODUCT STORY

Is it the ingredient? The development? The lifestyle or longevity resulting from the product?

The product story isn't just these factors, it's the impact that it can create in your hero (the potential customer) demonstrated by the effect it has had on other individuals.



### DISTRIBUTOR STORY

Distributor stories – when well-crafted – can make an incredible impact. These can also be “borrow-able” so that the field has a cache of material to make their interactions online engaging. Helping Distributors develop their own stories is key to helping them succeed; helping them understand how to borrow a story and maintain authenticity is also crucial.



### AI AND STORYTELLING

Like virtually everything today, it's possible to use AI to tell an effective story. This can be accomplished as simply as using very specific questions, using a free AI program or through programs & apps that are targeted specifically for the complexities of the direct selling/social selling world.

Apps can help companies and/or distributors develop stories for communications:

- Website
- Emails
- Products
- Events
- Distributors' social media posts

