

Strategies to Sell Smarter,
Lead Better, and Live
with Purpose

SHUT UP AND WIN

JED ETTERS

CREATING AN EASY STORY

A companion tool from the book

SHUT UP AND WIN by Jed Etters

Learn more at ShutUpAndWin.com

Creating an easy story on the go.

Listen and Collect: Listen to the conversation and jot down (in your head) any interesting details.

Pick Main Elements: Choose one or two interesting details to build your story around.

Craft Your Story: Develop characters and a plot that incorporate the chosen elements. Think about the "what if" scenarios that could arise from the details you've selected. People often like a twist.

Develop the Plot: Create a simple outline for your story, focusing on the beginning, middle, and end. Think about how your characters will encounter challenges related to the chosen elements and how they will overcome them. Consider adding twists or surprises to keep the story engaging.

Tell Your Story: Keep in mind the story should be focused around a particular objective. Often, people will remember the learnings and if you make the story fun and engaging, they may tell others. The reason for the story is to get the customer to understand a point or objective. When we put things in a different light and simplify, the level of understanding will increase.

Keep in mind the story doesn't need to be perfect and you will get better at this the more you practice.