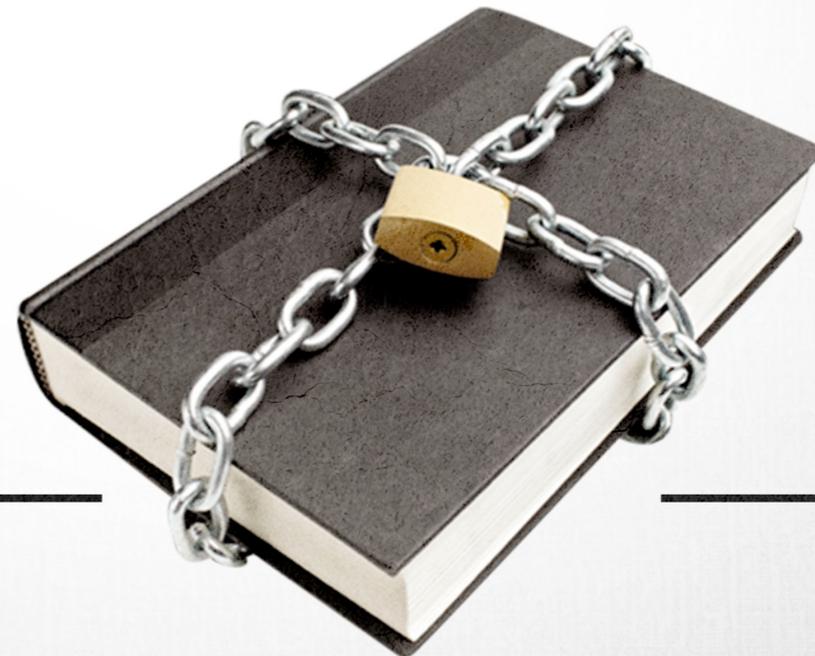


---

# STORY SELLING ME

---



UNLOCK your story. BE the authority.



**Become** the Author\*ity

Unlock **Your Story**

Unlocking the Power of **Story** to Create More Opportunities, Earn more Sales and Build a Better **Brand**

## Section 1

# What's the Big Idea?

### WHERE DOES THE TRUE POWER OF STORY LIVE?

**S**tories... we love to read about them, watch them and tell them.

What's the attraction?

While technology and communication platforms multiply like rabbits on Viagra, the power and visceral connection of a story remains at the forefront of the power to connect, influence and sell to others.

"Telling isn't selling" ... or is it?

In the early 90's my sales manager at Nextel Communications was adamant on restricting the amount of talking during my sales presentations. *"Ask better questions,"* he would drill into my 20-something year old skull.

*"Um... wanna buy a phone?"*

With the hindsight of a few extra decades of experience, I now realize he was right... and also a bit myopic.

Asking questions is critical. But framing the story inside those questions is what truly pulls a relationship together. The better I could uncover the client's pain and get them to share their story, the easier it was for me to craft the perfect solution.

**The ability to get the prospect to tell his story was all that was required to build a relationship and close the sale.**

That's fine. How does that relate to being an author? Certainly, a book can't ask the reader for their story!

You couldn't be more wrong.



I'll get to that in a moment. First, let's back up and cover an important fundamental.

Stories **are** the power. Period.

Don't believe me?

- Have you ever told someone about a great sales brochure?
- Have you ever referred someone to a product or service?
- What was the last great blog post you shared?

Chances are you told them a story about it.

Sure... the price was a great deal. Or, perhaps, the sales representative took extra care in getting to know your issue so they could solve your problem. It matters not if the value was price, service or any other area.

Before the internet, people shared stories at the water cooler. Before the printing press, people communicated through stories verbally. Even before the development of language itself, we communicated through painting a story on a cave wall.

No matter how much humans evolve (or de-evolve with the explosion of augmented reality and AI), the ability to convey a story will be the foundation for communication, persuasion and sales.

If you think this is excessively obvious, stay with me a moment, and you'll see how most people, especially leaders totally miss the boat when it comes to communicating story.

The story of your brand is being told every day.

The biggest challenge is the story tellers are totally out of your control. Personally, I define "brand" as what people are thinking, feeling and saying about you regardless if they are a customer or not.

In fact, most branding is communicated by non-customers.

Bloggers, News media, Internet trolls and Facebook 'celebrities' with way too much time on their hands often set the tone and color for depicting and sharing a company's brand.

Everyone's a journalist now.

In April 2017, United Airlines parted ways with over \$400 million dollars in valuation because their brand took a nose dive. This incident was not the result of a single customer. Rather, it was massive brand damage caused by a 1/2 dozen smart phones and Facebook.

**The power of story cuts both ways...**



THE GOAL  
ISN'T TO LIVE  
FOREVER.



BUT TO CREATE  
SOMETHING THAT WILL.

## Section 2

# What's Your Legacy?

WHY ARE YOU HERE? REALLY...

**Y**ou have a unique life experience... a method, a style of leadership and leading your life that is totally unique to you.

Should that be a story?

Maybe...maybe not.

The picture of the little boy here is my dad. His is the most hilarious and wisest man I know.

He's often talked about creating a book, but honestly, his legacy is permanently affixed with his family. His stories are retold at every Thanksgiving.

He doesn't need a book.

Steve Jobs certainly had an interesting story. He didn't "need" a book, either.

His journey in business was unique. When his biography was made into not one, but two separate movies, what was the focus?

Was it the advent of personal computing?

The rise of Pixar?

The explosion of the ipod?

A little... but both movies focused on the man... his story. His personal life, good and bad, was showcased in his book and amplified in film.

His legacy and his notoriety was well known before his passing. But his personality and a deep insight into his life and influence only came to light through the best selling book that took a deep dive into his story.

Now, you don't have to reinvent an industry or die in order to become an influential author. Far from it.

You may know of Warren Buffet, Zuckerberg, Jobs and Gates, but do you know their common thread? They all claimed a single book was the main driver for how they lead and managed their companies. This one book, had the power to influence over \$1.2 trillion dollars of business.

### **\$1.2 Trillion.**

That is equivalent a single book guiding the entire GDP of Spain.

The book? In Daniel Rodic's post, [The Power of Writing: The One Author that influenced the CEO's of Apple, Facebook and AirBnB](#) [Andy Grove's High Output Management](#) was cited as being the book that had the greatest impact on these luminaries.

Change the world? It's a big vision. For some, a bit overwhelming. What about an industry? Or a niche?

Do you have a story... locked inside you that can influence others?

Is your life experience, lessons or passion destined to make a dent in the Universe?

Some people have a burning desire to tell their story. Others... not so much.

No matter who you are, what you've experienced or what you believe, there is a common truth that I firmly believe and I haven't even met you yet.

### **You matter.**

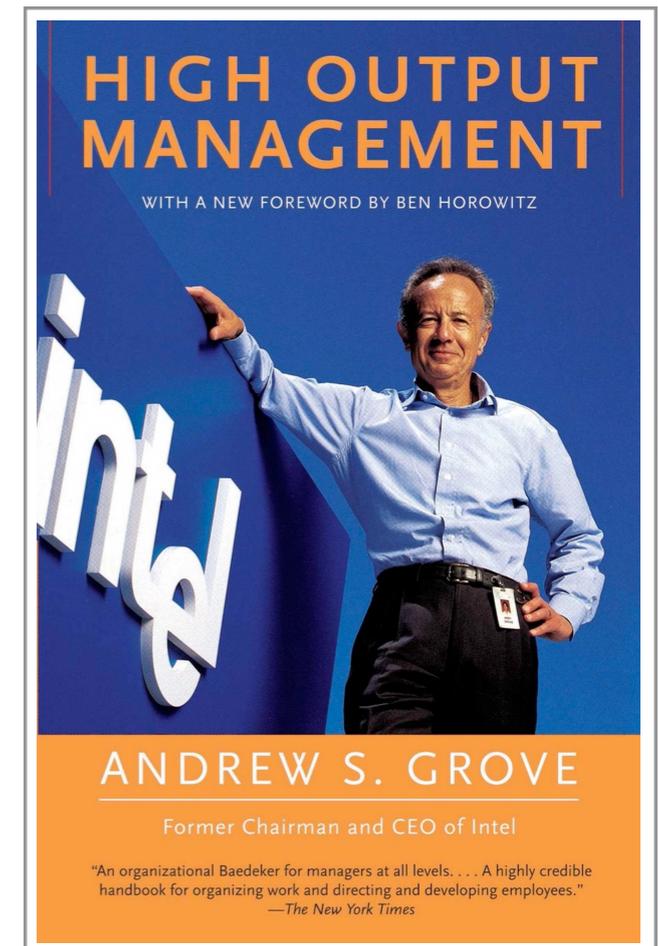
Your story may or may not shape an industry, but your story has the power to change a single life. We don't know who will be the next Steve Jobs or Mother Teresa, so please print up more than one book. Your story may influence more than one life, after all.

It could change the world and you may not even know it.

On one hand, you may think you have something as powerful to share as Andy Grove.... and you may.

On the other hand, you may believe you are great, but don't have anything particularly unique to say.

In the next section, you'll see how you can be both right and wrong in both areas.



## Section 3

# Should You Write a book?

# No..

### Do not write a book.

It's tedious, frustrating and, quite candidly, it will probably suck... big time.

I'm sure you are a professional at what you do.

CEO? You've developed leadership skills that have created a loyal tribe of employees.

Physician? Your God complex peeks its head out beyond the O.R. on occasion.

Entrepreneur? You last vision was probably the billion dollar idea.

You may be the best at what you do. In fact, if you are not, keep focusing on becoming the visionary leader in your industry. It's what you do.

Writing a book? Fuggetaboutit.

Writing a book is a ridiculous idea fraught with unimaginable frustrations.

- What do you say?
- How do you position it?
- What if the audience doesn't care?



## Lewis Black on Writing a Book

### COMEDIAN LEWIS BLACK

This is a short clip that explains why you should not write a book. Like all humor, what makes it funny is how true it is.

Don't write a book. It's more frustrating than being an Amish electrician.



<https://www.youtube.com/watch?v=cSY8p7fKn9w>

- Who will read it?
- Will they like it?
- How do I hire an editor I like?
- What should the cover look like?

... the questions are as endless as the quantity of ideas.

The concept of positioning, writing and publishing is your 'deer in the headlight' moment.

And we have not even started to explore the launching, marketing, campaigning, interviews, etc.

Writing, publishing and promoting a book is an entirely new and uncharted business.

This is not the same as building a medical practice or taking your company public.

### **It's worse.**

When you hired attorneys to draft your franchise documents or negotiated your medical building lease, you had some background and experience in those matters. You could advise the advisors on what you wanted and most importantly, why you wanted it.

When it comes to correctly positioning your message, bringing it to print (digital, paper and other transmedia) you are most likely venturing into very new and uncharted territory.

Publishing a white paper or a medical case study has little in common with positioning a book to laser-target a specific set of objectives to further your personal or business brand. Crafting a book and launching it intelligently to the right audience may seem like a straight marketing exercise. However, with over 700,000+ new titles coming online each year, 99.999% of books are hopelessly and eternally lost in a sea of irrelevance.

Don't be one of them. Instead, do what professionals do.

### **Outsource it.**

We'll cover the details and checklists a bit later. Before you go down that road, take a moment and ask yourself a couple of thoughtful questions,

1. What worthy idea would make the biggest impact to my customers right now?
2. How can I say it better than anyone else? What is my unique perspective?

Don't have a earth-shaking idea?

Maybe you do.

Maybe you don't...

## Section 4

# What Makes You Different?

WHAT CAN YOU SAY THAT'S NOT  
ALREADY BEEN SAID?

I interviewed Robert & Kim Kiyosaki a few years back for my ABC radio show on WLS AM 890. He had been doing the circuit of interviews, promoting his brand and “Cash Flow” board game. His best selling book, *Rich Dad Poor Dad* helped shake up the personal finance industry.



Robert never intended to write a book.

*Rich Dad Poor Dad* originally was the instruction manual for a board game.

Now, I'm from Ohio and we Midwesterners love barbecue's, pot lucks and board games. But, I've never read an instruction manual for a board game. Doesn't everyone skim those for the bullet points?

In Robert's case, his mentor was looking over his packaging for his board game and quipped, “You know, these instructions would make a good book.”

Ordinarily, comments like these are quickly dismissed. How many times has someone told you, “You should write a book” or “Your ideas need to reach more people.” It may



have been your well meaning Mother, a mentor or colleague, but at some point, over 84% of the population think about writing a book.

Less than 1% ever do.

That sobering statistic is probably the reason why being a published author is still revered. Regardless, the ease with which we can publish a book today could raise Gutenberg from the grave.

Thought. Wordpress. Click. Bam! ...You're a blogger.  
Thought. Click. Amazon. BAM! ...You're an author.

And your book is one of 1,900 published on this day alone. With over 58,000+ new books are published each and every month, what are the chances yours will stand out?

Writing may or may not be easy for you. But **writing well is an art**. You can break down story arc, allegories, grammar, punctuation and any number of themes, strategies and tactics to learn how to write. In the end, it is a time-consuming chore.

You either love it or hate it. Those who enjoy it, tend to get better at it. Those who do not enjoy it, need to outsource it.

All of it.

Back to Kiyosaki... He has stated on more than one occasion he is not a writer. He is a best selling author, but definitely not a writer. In fact, ask any CEO or professional who has successfully

published their book. Over 90% of them outsourced the entire thing.

Positioning.

Manuscript.

Editing.

Launch.

Promotion.

The only thing that is rarely outsourced is the “big idea” and a few hours of interviews. The rest of the heavy lifting is done by people who specialize in those areas.

If you already have a big, audacious idea that needs to be in a book-you are well on your way.

You don't have to have invented a board game to shake up the world, either. A simple management philosophy from your perspective and experience may be enough.

But what if you don't have something important or life-changing to print? Is it game over?

Hardly. In fact, the less you have to say, the better your chances of making a relevant impact.

**It may be better to have no ideas at all...**



## Section 5

# It's Not About You

## GOOD NEWS & GREAT NEWS

**T**he good news is, you don't have to write your book. The great news is, it doesn't even have to be about you!

Wait a minute? Isn't this supposed to be **"Story Selling ME?"** Occasionally, even strong confident people like you may say, *"My story is boring...nobody would care."*

Tell that to any therapist or mentor and they'll challenge you with, *"Your story is important. You are unique. You have an experience others need to know about."*

Bulls\*t.

I've read over 200+ manuscripts. I can count on one hand how many of them held my attention, let alone even had an ounce of potential. I've heard a ton of stories and

while many are interesting, only a few are compelling enough to be worthy of my precious time.

**Your story may not be interesting enough for a book.**

Your ascension to success may inspire others or perhaps it is like most other stories; "Work hard and persevere."

I think we've all heard that one-right?

Napoleon Hill had a story.  
Start a business. Fail.  
Start another business. Fail.

Yawn...

Earlier I mentioned how asking questions within the framework of a story was not only possible, but necessary. I eluded to

the fact that a prospects story was more important than your own.

So here's the \$100 million dollar idea (not my idea, but if we work together, it'll be your idea).

### **Create a book about OTHER people's stories.**

- Chicken Soup for the Soul
- Youtube
- Kickstarter

It matters not if we are referencing a book, a business or a digital media property. When we focus and leverage user content, our job is not only easier, but it sells better, too.

Double Win.

While the title of this book is *Story Selling Me* please don't confuse that with some ego-centric biography about your life, passion, mission and experiences. While some of those concepts may be tremendous assets to add to the mix, they do not necessarily become the crux of your message.

Sorry, but nobody really cares about you.

Let's **focus on them.**

To be clear, we are not discussing a publishing model based on 100% user-generated content. While there is a place for that,

most CEO's, physicians and business owners have a unique spin and perspective on an idea.

Our mission is to collaborate with your audience and use the power of story... *the client's story* to connect the dots.

**You → Idea**

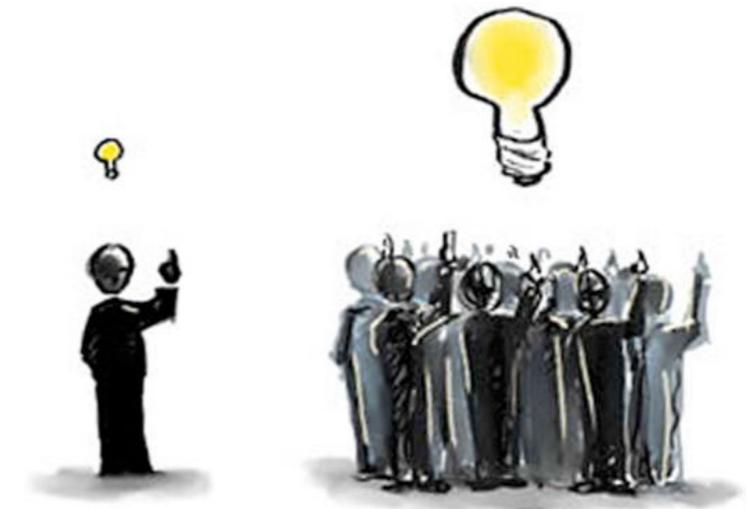
**Clients → Story**

With a properly positioned book, this client-centric system not only assures your content will be at the bulls-eye of your target audiences' desires, but it'll do more than just pre-sell your book.

It'll alleviate you from the burden of creating 50, 70 or even 90% of the content.

It's not outsourcing.

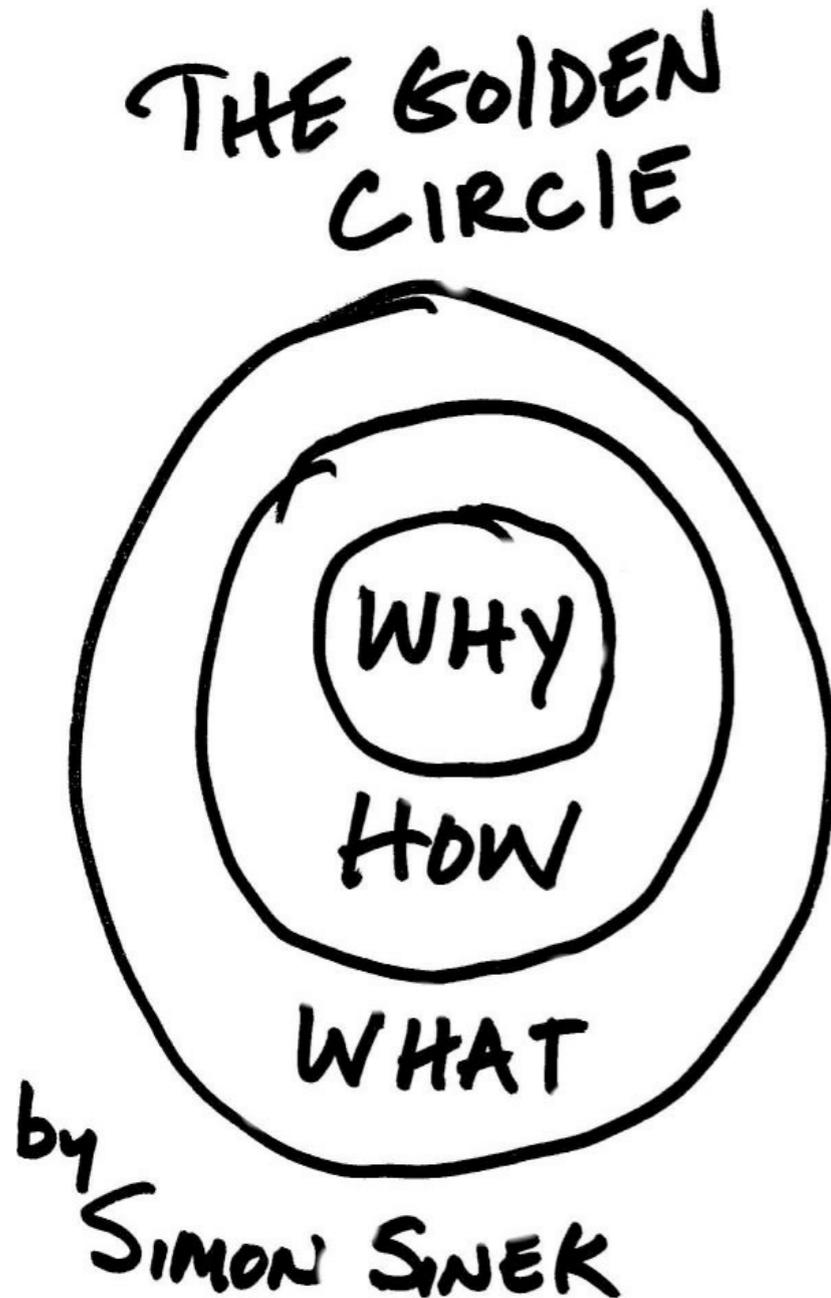
It's crowd-sourcing.



## Section 6

# Start With Why

BEFORE YOU CREATE... ASK BETTER QUESTIONS



People don't care about you... really. Unless you are a reality TV star, Politician or criminal (or some combination of the three), your personal life is of little interest compared to the life of your reader, potential client or partner.

Your book needs to emotionally connect with the reader.

Unless you are interested solely in articulating your memoirs, a book that brands you does not have to showcase your story... just your idea.

In [Simon Sinek's "Start with Why" TED talk](#) he outlines a basic principle of branding and business expansion; people are more interested in why you do a thing, than what you do. The focus of his TED talk and book

revolve around the phenomenal success of Apple and how they built their brand focusing on the emotional element of "cool" vs. the cold aspect of "we sell computers."

People love to be inspired, but only *become* inspired through story.

If you have a "why" I encourage you to test it, challenge it, validate it and expand it. If you don't have a clear why, then perhaps I can help.

Our firm has helped create (OK, we did almost all of it) hundreds of books for authors. To date, we've created over 200 Amazon #1 Best Sellers for our clients.

But that's not our "why."

**Our "Why" is about you.**

I firmly believe you are here, reading this short book and living on this earth to do more than make a buck. Uncovering your why is like giving birth... a mix of pain and elation.

**Once your “why” is in your heart, I am certain it is meant to be shared.**

People need to hear your story. Some future protégé may be so inspired from your book, that they may surpass your influence.

You may not know who they are or what they will do with your story, but if you believe in the “Butterfly Effect” and understand how big things can come from small connections, then you owe it to yourself to not just be published, to not simply be heard, but to be significant.

Isn't it time to make a dent in the Universe?

Let us help you craft your story, publish your book and build you a brand.

Let's change the world together.

-Doug Crowe

The power of story is undeniable. The combination of your unique perspective with your audience's burning desire is the elegantly simple and effective recipe for creating a book that can define you as a brand.

Let's have a conversation and explore the possibilities.

Go to <https://dougcrowe.youcanbook.me> now.

