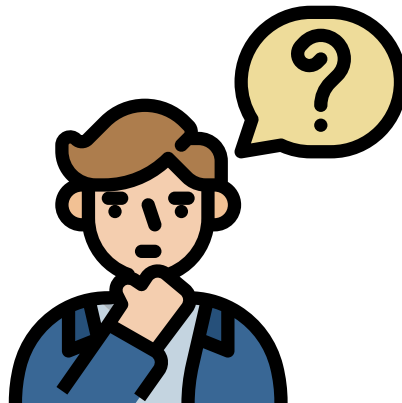


Business Storytelling

with the 'ABT' Formula

Customers
don't care
about long
lists of
features



Customers
care about
solutions
to their
real-world
problems

Storytelling (done well) will:

Engage on a deeper level
("it's about me")

Give a reason and
context to use the
product or service

Address a real-world
problem
(even a small one)

Never be boring

The 'ABT' Formula - And, But & Therefore

AND

What your
potential
customer
wants

AND

why it's
important to
them

*"You want to make more money
AND quit the job you hate"*

Here's what
is important
to you

BUT

it's not
happening
for you

BUT

*"...BUT you don't know
where to start"*

THEREFORE

There's an
obstacle in
front of you

**THERE
FORE**

you need
to do this.

*"...THEREFORE you need this
webinar to learn how to ..."*

Storytelling with ABT (Template)

You want _____
[what]

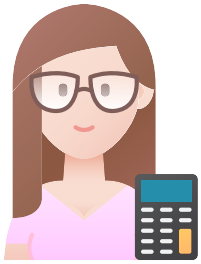
And _____ ,
[why it's important]

But _____ .
[problem]

Therefore,
You have to get _____
[what]

by _____
[how]

Examples



Bookkeeping
Services

You want to sort out your finances
AND it's important you don't get tax wrong,
BUT who has the time? It's a headache.
THEREFORE, you should have me handle
your bookkeeping (for less than hiring
somebody full-time)

Schedule a time to discuss your needs.

You want a healthier life
AND you want to be happy and healthy as
your kids grow older,
BUT you have bad habits and not enough
time or energy to fix them.
THEREFORE, you need me to coach you
through the process, guiding your mindset
before changing your habits.

Book your first session for half-price.



Health & Wellness
Coach



Solar Panel
Installations

You want a lower power bill
AND you know that it's going up every year. Your
neighbours have solar panels,
BUT you don't know where to begin. (Gigahertz?
Wattages? How much does it cost?)
THEREFORE, you need an expert who can break it
down in plain English and get you the best deal.

Fill out this form and I'll be in touch.