



The Stories You've Stopped Noticing:

How to Find the Proof Hiding in Plain Sight

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**What if people know you...
but they don't understand
why your work's valuable?**

That's Invisible Value

The Core Problem

Sometimes our value becomes
invisible to our prospects...

**because it became
invisible to us first.**

Shorthand vs The REAL Story

*“We worked on
her mindset...”*

The Real Story:

“She stopped asking
for permission to value
her own work.”

Turn on your Story Radar!

- What happened?
- Why did it matter?
- What does it PROVE?

3 Steps to “Find the Gold”

1. Capture the moment.
2. Ask: *What does this story PROVE?*
3. Put the story to work.

Every business story needs a job.

Fixing Invisible Value

You don't fix Invisible Value
by getting louder...

**You fix it by helping people
SEE what's already there.**

How Invisible Is YOUR Value?



Get the FREE
Invisible Value Scorecard

<https://storyselling4success.com/iv-quiz/>