

Takeaways from Session 5 (Oct 14)

Storyselling Immersion / Against-the-Odds Story

The big idea: Your Client Success Story shows that your work delivers. Your Against-the-Odds Story builds confidence in how you respond when things get difficult.

1. The obstacle doesn't have to be dramatic.

A client's fear, skepticism, previous disappointment, unexpected constraint, or resistance to change can create meaningful odds. **It doesn't have to be dramatic – a quiet story like Heshie's needlepoint story works too.**

2. Find the fear before you find the story.

A strong Against-the-Odds Story speaks to a worry your prospective client may never say aloud. Or, it can be about something YOU don't know how to resolve. These stories show a situation where someone is required to RISE.

3. Your RESPONSE reveals your Invisible Value.

What did you notice, understand, decide, adapt, or DO that made the difference? Your expertise often looks ordinary to you, but extraordinary to the person you helped.

4. The RESULT matters. REASSURANCE makes it useful.

The result tells us what happened. Reassurance shows a future client why they can trust you, even when their circumstances aren't ideal.

5. Sometimes someone else sees your gold first.

Susan recognized the power in Werner's story about helping Deborah continue a difficult mountain climb. Heshie's needlework story showed how changing the frame can overcome resistance. Everyday moments can hold remarkable proof.

Your five-part story framework

REALITY → RESISTANCE → RESPONSE → RESULT → REASSURANCE

Story starter:

"Even though _____, we focused on _____, and as a result _____. This showed me that _____."

This week: Practice putting one Against-the-Odds story to work

Choose one real moment when something wasn't straightforward. Draft it using the five parts. Then ask: "What fear does this story remove, and what does it PROVE about my value?" Maybe that will turn into a social post, a video, or simply using it in conversation.

"The challenge makes the story relatable. Your response makes your value visible."