

Storyselling Immersion: Week 4 Takeaways

From Client Success to Values-in-Action

1. Client Success: *The transformation is the story*

Last week, we learned that a Client Success Story isn't simply a list of everything you did for someone. **It's what changed for that person because YOU were there.**

This week, we looked at two real examples:

Susan's story: A client came to her overwhelmed and stuck with a business system she couldn't get working. Through calm, thoughtful questions, Susan helped her recognize a solution she already had but couldn't see. Within two weeks, the system was moving forward.

The real value: Susan helps people find their own clarity and move from overwhelm into action.

Dawn's story: A family needed to sell their home during a serious health crisis and a cross-country move. Rather than force them into a conventional real estate process, Dawn found a way to make the sale work around their lives.

The real value: Dawn makes complicated transitions easier by adapting the process to what her clients actually need.

Neither story is primarily about the tasks performed. The transaction is “what happened.” **The transformation is why it matters.**

When you're examining your own Client Success Stories, ask: *What changed because I was there?*

2. The connection: *Client Success and Values-in-Action*

These two stories are closely related, but each has a different job.

- Client Success asks: *What changed because of what you did?*
- Values-in-Action asks: *What did you believe that made you choose to act that way?*

A single experience can provide both stories.

Dawn's work with the family demonstrated her ability to make a difficult transition easier. But her decision to accommodate their unusual circumstances also revealed her compassion and commitment to putting clients' needs ahead of a convenient transaction.

One story demonstrates results. The other demonstrates character.

3. Your values aren't what you say. They're what you choose.

Anyone can claim integrity, compassion, honesty, or excellent service. A Values-in-Action Story shows what those words look like in real life.

During our session, we uncovered two more examples:

- **Susan** described telling a prospective client that her program wasn't the right fit *yet*, even though she could have made the sale. Instead, she recommended a more appropriate next step.
- **Dawn** described referring first-time homebuyers to another agent who knew their highly competitive local market better, even though she could have accepted the business herself.

Both decisions reveal values through actions rather than declarations. And both give prospective clients a reason to trust the person making those decisions.

Sometimes doing the right thing isn't the easiest, fastest, or most profitable choice. **That's exactly why it makes such a powerful story.**

4. The five parts of a Values-in-Action Story

Use this simple framework to find and shape your story:

1. **Situation:** *What was happening?*
2. **Decision:** *What did you choose to do?*
3. **Value:** *Why did you make that choice?*
4. **Outcome:** *What happened as a result?*
5. **Signal:** *What does that decision reveal about the way you work?*

If you get stuck, return to **Value and Signal**. That's often where your invisible value is hiding.

5. Find the gold before you polish the gold

Don't try to write a beautiful story before you've found a meaningful moment.

Start by remembering a time when:

- You said NO when YES would have been easier.
- You made a decision that genuinely mattered to a client.
- You had a difficult conversation because someone needed to hear it.
- You referred someone elsewhere because it was better for them.
- You chose the right thing over the profitable or convenient thing.

A Major Gold-Finding Question:

When was doing the right thing harder than doing the profitable thing? What did you choose, and why?

Remember: The hardest part often isn't telling these stories. It's recognizing that they ARE stories.

6. Build the short version first

Most of the time, you'll use these stories in ordinary conversations, introductions, networking, and discussions with prospective clients.

Start here:

**When _____ happened,
I chose _____,
because I believe _____.
As a result _____.
What that reveals about the way I work is _____.**

The builder helps you get the bones down. Once you understand the story, make it sound like YOU.

Don't confuse specificity with unnecessary detail. Give people enough to understand the decision and why it mattered.

Clear beats clever. Shorter is stronger.

Your Storyselling assignment this week:

Draft one Values-in-Action Story using the builder, or tell it naturally in your own words. Then practice telling your short version aloud.

Try it in a real conversation when someone asks what makes you different or why they should choose you.

And please send your drafts in for feedback! As Susan and Dawn demonstrated this week, sometimes another person can see the gold you've stopped noticing.

Remember: Every business story has a job.

- Your Client Success Story helps people believe you can deliver results.
- Your Values-in-Action Story helps them decide whether they can trust you to make the right decisions for them.

Your stories are already there. Our job is to bring them into focus.