

# Share Your Story

LEGACY MAKERS TEAM

## Creating a Compelling 30-Second Story for Your Network Marketing Business

A well-crafted 30-second story is one of the most effective tools you can use to introduce your network marketing business. This concise and engaging introduction builds connection, curiosity, and credibility, leaving your prospect eager to learn more.

### Follow these three points to craft your story and make it truly compelling:

#### 1. Where You Were Before Your Company/Opportunity/Products

Begin by sharing a brief snapshot of your life before you discovered your current opportunity. Keep this authentic and relatable. Focus on challenges, needs, or frustrations that your audience might identify with.

- **Examples:**

- "Before I found [Company/Product], I was feeling stuck in my 9-to-5 job, constantly worrying about money."
- "I struggled with low energy and couldn't keep up with my kids."

- **Tips:**

- Be real. Your audience needs to see that you're just like them.
- Avoid oversharing; aim for a clear and concise description of your "before" situation.

#### 2. What Happened When You Joined/Your Product and Business Results

Share the turning point in your story—what changed when you started using the products or joined the business. Focus on specific, measurable, or relatable results that highlight the value of your solution.

- **Examples:**

- "Since I started with [Company/Product], I've been able to leave my corporate job and replace my income."
- "After just two weeks of using [Product], my energy skyrocketed, and I've never felt better."

- **Tips:**

- Highlight benefits that matter to your audience (financial freedom, health improvements, personal growth, etc.).
- Stay truthful and ethical; authenticity builds trust.

#### 3. Where You See Yourself Going

Paint a compelling vision for your future that showcases your dreams, goals, and aspirations. Emphasize how the opportunity you're sharing aligns with this vision, and leave your prospect curious to learn more.

- **Examples:**

- "I'm building a business that allows me to travel the world while helping others achieve their dreams."

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- **Examples:**

- "My goal is to create a legacy of financial freedom for my family and inspire others to do the same."
- "Now, I'm helping others be happier and healthier with both products and additional income from the comfort of their home."

- **Tips:**

- Make it aspirational but believable. Share a vision that resonates with your values.
- Use emotional language to connect with your prospect's desires and dreams.
- End with curiosity: "Would you like to know how this could work for you too?"

## Final Touches: Putting It All Together

Once you've outlined your story using these three points, practice delivering it until it feels natural and flows effortlessly. Here's an example of a complete **30-second story**:

- **Example Story:**

- "Before I found [Company/Product], I was working long hours, feeling exhausted and barely making ends meet. When I started using [Product], my energy levels transformed, and I discovered a business that replaced my income within a year. Now, I'm building a life where I can work from anywhere and help others achieve their dreams too. Could you see yourself doing something like this?"
- "Before I found [Product], I was constantly struggling with [specific issue, e.g., my skin health and confidence]. When I started using [Product], I noticed a dramatic improvement within just a few weeks my skin cleared up, and I felt more confident than ever. Now, I'm passionate about sharing these results and helping others experience the same transformation. Have you ever tried something like this?"

- **Pro Tips for Success**

- Keep it short and sweet: Stay within 30 seconds to maintain your prospect's attention.
- Speak with passion: Enthusiasm is contagious and makes your story more engaging.
- Adapt to your audience: Use language and examples that resonate with the person you're speaking to.
- End with curiosity: Invite your prospect to learn more without overwhelming them with details.

Crafting your 30-second story is a skill that can significantly boost your success in sharing your network marketing business. Practice regularly, refine your message, and watch as your compelling story opens doors to meaningful conversations and connections.