

Story Structure Template

STAN — BLIND MARKETER

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| Hook | You'd probably think that being born 'legally' blind would be one of the worst things that could happen to you as a child, but you'd be wrong. For me, it was just the start of more bad things to come |
| Setup | At the age of just 15 months, I was diagnosed with a Stage 4 Wilms Tumour and battled for 18 months, finally overcoming it at the age of 3 years. As my childhood continued from there out, for many years I was a happy child, but eventually my vision gradually started to get worse. |
| Parachute | I kept hitting a brick wall, time after time, scam after scam. I could not see what I was doing wrong. I thought, if I can't even make something that I'm passionate about work, I'd remain a failure forever. I felt emotionally drained, I had tried and tried to no avail. |
| Theme | I started to research, determined to learn all that I could to make a living online. |
| Transition | It was only then, when I was rock bottom, that I had to re-evaluate what I was doing wrong. |
| The Sell | I started to learn how to do things myself, not follow 'Systems' that so many others were copying, that didn't work. I decided to follow people that would teach me how to take action, not 'game the system', 'copy and paste others work' and expect big payouts for very little work, It just doesn't work! You have to be unique, you have to offer something that the rest of the crowd don't. Don't buy in to all the hype and don't conform to the status quo. |
| Tie | Now I believed in myself, now I was making something of my life. Now, I no longer felt a failure, I was taking action and I was seeing results. From that point on, I vowed to help others, just like you, to learn the exact same thing themselves. |