



**IMPROVE YOUR PERSUASIVE POWERS...**

# **7** **STEPS TO** TELLING *Stories* WITH A **POINT**



### Copyright Notice

Copyright © NAMS, Inc. All rights reserved worldwide.

No part of this material may be used, reproduced, distributed or transmitted in any form and by any means whatsoever, including without limitation photocopying, recording or other electronic or mechanical methods or by any information storage and retrieval system, without the prior written permission from the author, except for brief excerpts in a review.

This material is intended to provide general information only. Neither the author nor publisher provide any legal or other professional advice. If you need professional advice, you should seek advice from the appropriate licensed professional. This material does not provide complete information on the subject matter covered. This material is not intended to address specific requirements, either for an individual or an organization.

This material is intended to be used only as a general guide, and not as a sole source of information on the subject matter. While the author has undertaken diligent efforts to ensure accuracy, there is no guarantee of accuracy or of no errors, omissions or typographical errors. Any slights of people or organizations are unintentional.

Any reference to any person or organization whether living or dead is purely coincidental. The author and publisher shall have no liability or responsibility to any person or entity and hereby disclaim all liability, including without limitation, liability for consequential damages regarding any claim, loss or damage that may be incurred, or alleged to have been incurred, directly or indirectly, arising out of the information provided in this material.

## Table Of Contents

THE 7 STEP STORY TELLING PROCESS	4
PART 1: THE EXAMPLE	5
PART 2: THE STRUCTURE	10
PART 3: THE TEMPLATE	17

# 7 Steps to Telling a Story with a Point

Stories need to be as long as they need to be.

Sometimes, you can tell a story in 200 words and other times it needs to be 1000 words, but the story dictates the length.

Length is flexible. The 7-Step Storytelling Process is not.

## THE 7 STEP STORY TELLING PROCESS

**The 7 Steps are:**

1. The Hook
2. The Setup
3. The Parachute
4. The Theme
5. The Transition
6. The Sell
7. The Tie-Back

Short or long stories need to conform to this simple process to grab your reader's or viewer's attention, to identify and empathize with them without pointing out their deficiency directly, to outline the problem clearly, and to reveal the solution so that it's the next logical conclusion, not a hard-sell job.

And an effective and persuasive story must be entertaining and memorable, yet the call-to-action must be clear and part of the normal flow of the story.

In this template, I'm sharing one of my most popular and successful email stories with the title of *"They called me chicken legs..."*

We discuss this in-depth along with other stories in the [Simple Story Selling](#) course. If you haven't gotten that yet, [click here](#).

# 7 Steps to Telling a Story with a Point

## This template is broken into 3 sections:

- The entire example as it appeared.
- The example split into the 7 Steps to give you an idea of structure.
- And finally, a blank template to help you construct your own persuasive stories to cause readers to take the action you want.

## PART 1: THE EXAMPLE

Subject: They called me chicken legs...

Hey there ~Contact.FirstName~

**I'm really hesitant to tell you this because it's a little embarrassing, but here goes...**

When I was in junior high school in New Castle, Indiana, I got tagged with a nickname that haunted me for many years:

**Chicken Legs!**

Even now, when I look at my skinny legs, I think about those folks who called me chicken legs. In a minute, I'll tell you how I got stuck with that name, but first let's go back to a time long, long ago...

**I was very skinny.**

My mom fed me spaghetti and meatballs, roast beef and potatoes, ice cream, milk shakes, hamburgers and fries, cookies, pie and cake – all the major food groups, but I still didn't gain any weight.

Razor thin.

## 7 Steps to Telling a Story with a Point

Turn-sideways-and-disappear thin.

Strong-wind-comes-along-and-blows-you-away thin.

**Yep, I heard all that stuff when I was growing up.**

In the summer between my 7th and 8th grade, I grew 6 inches. So, not only was I incredibly thin, but taller than nearly everyone else, and even thinner when I returned to school.

When I went to the US Air Force in 1971 at 18 years old, I weighed in at basic training at 144 pounds on a 6' 3" body.

Tall and thin - embarrassingly thin. My green fatigues hung on me like feed sacks.

Then, things began to change.

By the time, I was 35 I weighed 185 and I felt like a porker. That was about 20 pounds heavier than I'd ever been. And because I had no muscle, it was mostly flab. I was really uncomfortable in my own body.

**But I wasn't done yet.**

Two years ago, Charlsa (my wife) snapped a picture of a shrimp boat at the beach and happened to catch me in the corner of the frame. Seldom do I go shirtless at the beach. I'm too embarrassed. But for some reason, there I was in all my glory.

Oh, My GOD! Who was that fat guy?

When we got home, I weighed in at 227 pounds. And still no muscle. So, ALL that unflattering blob of fat was all me.

I'm still very thin - under all that stuff. That naturally thin frame was just covered up by lots of extra baggage.

## 7 Steps to Telling a Story with a Point

**My family medical history is not promising.**

Coronary disease runs rampant through my Dad's family.

My brother had heart surgery at 36.

Type II diabetes stalks all my family on my Dad's side too in the shadows waiting to pounce on us when we're not looking.

When I looked at that picture of myself, I could hear the ticking of the walking time bomb I'd become. And I certainly wasn't doing myself any favors by ignoring my body.

But they say, *"It's never too late to start."*

So, I got busy. First thing, I pushed myself away from the table just a bit more, and I lost 10 pounds quickly.

Then it got harder. Watching calories wasn't enough. I'd been down this route before.

**I was looking for a lifetime solution, and I was ready to change.**

My new good friend Scott introduced me to a nutrition plan and meal replacement product. At first, I thought he was nuts.

I like real food, and if it's fried, even better.

And donuts. Yum! Donuts!

## 7 Steps to Telling a Story with a Point

After about of week of detoxing and putting the right nutrition in my body, my carb cravings gave up and left town. (I'll tell you about those in another story sometime...)

After a few months, changing my exercise habits, building a little muscle, and filling myself with the right nutrition, I'm down to 195.

That's a 32-pound loss in total. I still have 10 more to go. And I'm tackling that with more running and gym work, but because of the great nutrition I'm getting, I have the energy and desire for it.

Plus, you know what they say, "Success breeds success."

So, it's about building those new habits. And now, Charlsa and I get to help others build those habits as well. We're seeing incredible progress.

**I started this journey a year ago this month! And I feel great!**

Are you ready to change too?

Have you had enough?

Are ready to take steps toward improving your health and your life? If so, LET'S TALK!

Book a time to discuss it with Charlsa and me at: <https://nams.ws/isameet>

Oh, yes... So, how did I get the nickname Chicken Legs?

I was on the basketball team in the 8th grade. I was so tall and gangly that I pretty much stood in one spot under our basket.



## 7 Steps to Telling a Story with a Point

During our first game, I was in my spot under our basket. All the action was at the other end of the floor. On a fast break toward us, one of our guards threw me the ball. I was all by myself.

I laid it up off the backboard for my first 2-points of the season.

Jumping straight up in the air, I screamed in celebration! And one parent in the stands yelled, "Look at that boy with the Chicken Legs jump!"

The laughter died down. The nickname did too eventually, but I never forgot it.

David

*PS: Let's talk about your health goals (and how you can make money with them too...) Book a time with Charlsa and me, click this link: <https://nams.ws/isameet>*

## PART 2: THE STRUCTURE

Next, let's break down that story to show how the 7 Steps Process created a framework to build a successful story.

### 1: THE HOOK- Why now?

Amaze, shock anger, scare, identify! This is your only chance to connect on an emotional level with the audience. They will click away to something MORE interesting if not hooked...This is no time to be shy. Leave an unanswered question and promise an answer later.

Write your hook in the space below-

*Subject: They called me chicken legs...*

*Hey there ~Contact.FirstName~*

*I'm really hesitant to tell you this because it's a little embarrassing, but here goes...*

*When I was in junior high school in New Castle, Indiana, I got tagged with a nickname that haunted me for many years:*

***Chicken Legs!***

*Even now, when I look at my skinny legs, I think about those folks who called me chicken legs. In a minute, I'll tell you how I got stuck with that name, but first let's go back to a time long, long ago... 1: THE HOOK- Why now?*

# 7 Steps to Telling a Story with a Point

## 2: THE SETUP- What's the Context?

Paint the scene. Provide the context for your story. Make the problem crystal clear, painful and easy to identify with. Tease the audience, but don't reveal it. Stay engaged. Tip: Context is like a snake- Hold on too long and you're going to get bit.

Create your set up below-

*I was very skinny.*

*My mom fed me spaghetti and meatballs, roast beef and potatoes, ice cream, milk shakes, hamburgers and fries, cookies, pie and cake – all the major food groups, but I still didn't gain any weight.*

*Razor thin.*

*Turn-sideways-and-disappear thin.*

*Strong-wind-comes-along-and-blows-you-away thin.*

*Yep, I heard all that stuff when I was growing up.*

*In the summer between my 7th and 8th grade, I grew 6 inches. So, not only was I incredibly thin, but taller than nearly everyone else, and even thinner when I returned to school.*

*When I went to the US Air Force in 1971 at 18 years old, I weighed in at basic training at 144 pounds on a 6' 3" body.*

*Tall and thin - embarrassingly thin. My green fatigues hung on me like feed sacks.*

*Then, things began to change.*

## 7 Steps to Telling a Story with a Point

*By the time, I was 35 I weighed 185 and I felt like a porker. That was about 20 pounds heavier than I'd ever been. And because I had no muscle, it was mostly flab. I was really uncomfortable in my own body.*

*But I wasn't done yet.*

### 3: THE PARACHUTE- Drop into Action!

Make it visual. Think about great action films. You can show a lot really fast. The audience sees and feels what's going on. This is where the problem takes on concrete importance. If the audience can't see the picture as you're telling it, then the message is NOT being delivered effectively.

Open the parachute –

Two years ago, Charlisa snapped a picture of a shrimp boat at the beach and happened to catch me in the corner of the frame. Seldom do I go shirtless at the beach. I'm too embarrassed. But for some reason, there I was in all my glory.

Oh, My GOD! Who was that fat guy?

When we got home, I weighed in at 227 pounds. And still no muscle. So, ALL that unflattering blob of fat was all me.

I'm still very thin – under all that stuff. That naturally thin frame was just covered up by lots of extra baggage.

## 7 Steps to Telling a Story with a Point

### 4: THEME- What's this all about?

Know your destination. Support that with every sentence. Use foreshadowing to make sure that next sentence leads to the point of the story in a subtle and logical sequence. Do NOT confuse the audience by straying from the point.

Create your theme in the space below.

*My family medical history is not promising.*

*Coronary disease runs rampant through my Dad's family.*

*My brother had heart surgery at 36.*

*Type II diabetes stalks all my family on my Dad's side too in the shadows waiting to pounce on us when we're not looking.*

*When I looked at that picture of myself, I could hear the ticking of the walking time bomb I'd become. And I certainly wasn't doing myself any favors by ignoring my body.*

## 7 Steps to Telling a Story with a Point

### 5: TRANSITION- Is there any hope?

At this point, your audience is hanging on to the story because it's been so engaging. But if they begin to feel too hopeless because you've stayed in the problem too long, it's time to lift them from despair with a hint of resolution. Remind them you've solved the problem and you'll reveal the solution, but first get into more detail about the problem leading to the solution.

Write you transition now.

*But they say, "It's never too late to start."*

*So, I got busy. First thing, I pushed myself away from the table just a bit more, and I lost 10 pounds quickly.*

*Then it got harder. Watching calories wasn't enough. I'd been down this route before.*

*I was looking for a lifetime solution, and I was ready to change. My new good friend Scott introduced me to a nutrition plan and meal replacement product. At first, I thought he was nuts.*

*I like real food, and if it's fried, even better.*

*And donuts. Yum! Donuts!*

## 7 Steps to Telling a Story with a Point

### 6: THE SELL- Here's the Solution

This solved your problem. And it can solve theirs too if they get this solution. Remind them how much you (they) were in because of the problem and how great it is now. The solution is key.

List out your solution below!

*After a week of detoxing and putting the right nutrition in my body, my carb cravings gave up and left town. (I'll tell you about those in another story sometime...)*

*After a few months, changing my exercise habits, building a little muscle, and filling myself with the right nutrition, I'm down to 195.*

*That's a 32-pound loss in total. I still have 10 more to go. And I'm tackling that with more running and gym work, but because of the great nutrition I'm getting, I have the energy and desire for it.*

*Plus, you know what they say, "Success breeds success."*

*So, it's about building those new habits. And now, Charlsa and I get to help others build those habits as well. We're seeing incredible progress.*

***I started this journey a year ago this month! And I feel great!***

*Are you ready to change too?*

*Have you had enough?*

*Are ready to take steps toward improving your health and your life? If so, LET'S TALK!*

## 7 Steps to Telling a Story with a Point

Book a time to discuss it with Charlsa and me at: <https://nams.ws/isameet>

### 7: TIE BACK- Bring it back around.

Remember that unanswered question? Now's the time to bring it back up and provide the answer. Obviously, the unanswered question is solved by the solution you presented in The Sell. You've come full circle. You started a story with an example, quote or character. Now, come back to that very same element and demonstrate why it was so important to the story.

Write your tie back below.

*Oh, yes... So, how did I get the nickname Chicken Legs?*

*I was on the basketball team in the 8th grade. I was so tall and gangly that I pretty much stood in one spot under our basket.*

*During our first game, I was in my spot under our basket. All the action was at the other end of the floor. On a fast break toward us, one of our guards threw me the ball. I was all by myself.*

*I laid it up off the backboard for my first 2-points of the season.*

*Oh, yes... So, how did I get the nickname Chicken Legs?*

*I was on the basketball team in the 8th grade. I was so tall and gangly that I pretty much stood in one spot under our basket.*

*During our first game, I was in my spot under our basket. All the action was at the other end of the floor. On a fast break toward us, one of our guards threw me the ball. I was all by myself.*

*I laid it up off the backboard for my first 2-points of the season.*



## PART 3: THE TEMPLATE

Use this blank template and the 7 Step Process to create your persuasive and successful stories.

### 1: THE HOOK- Why now?

Amaze, shock anger, scare, identify! This is your only chance to connect on an emotional level with the audience. They will click away to something MORE interesting if not hooked...This is no time to be shy. Leave an unanswered question and promise an answer later.

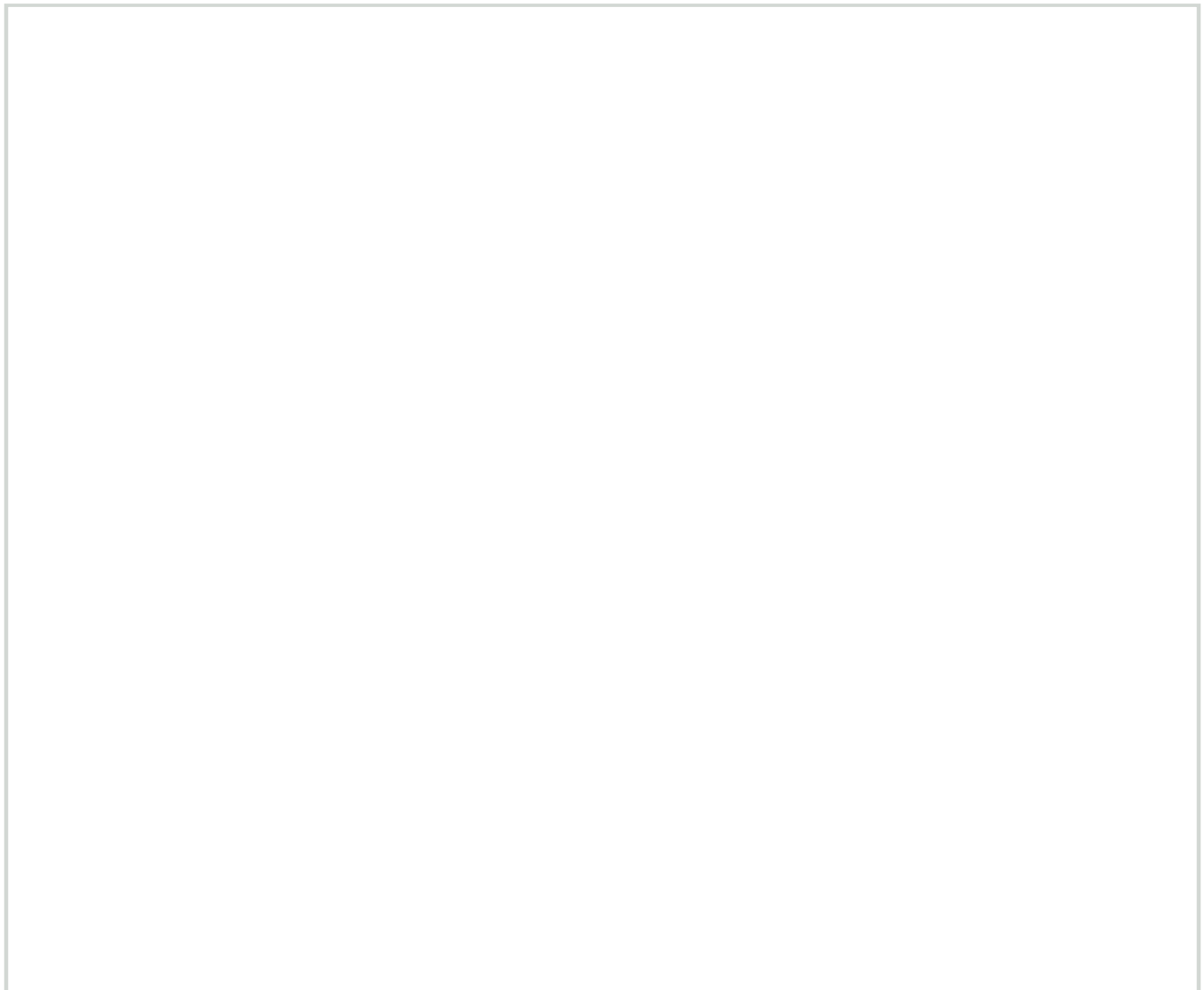
Write your hook in the space below-

# 7 Steps to Telling a Story with a Point

## 2: THE SETUP- What's the Context?

Paint the scene. Provide the context for your story. Make the problem crystal clear, painful and easy to identify with. Tease the audience, but don't reveal it. Stay engaged. Tip: Context is like a snake- Hold on too long and you're going to get bit.

Create your set up below-

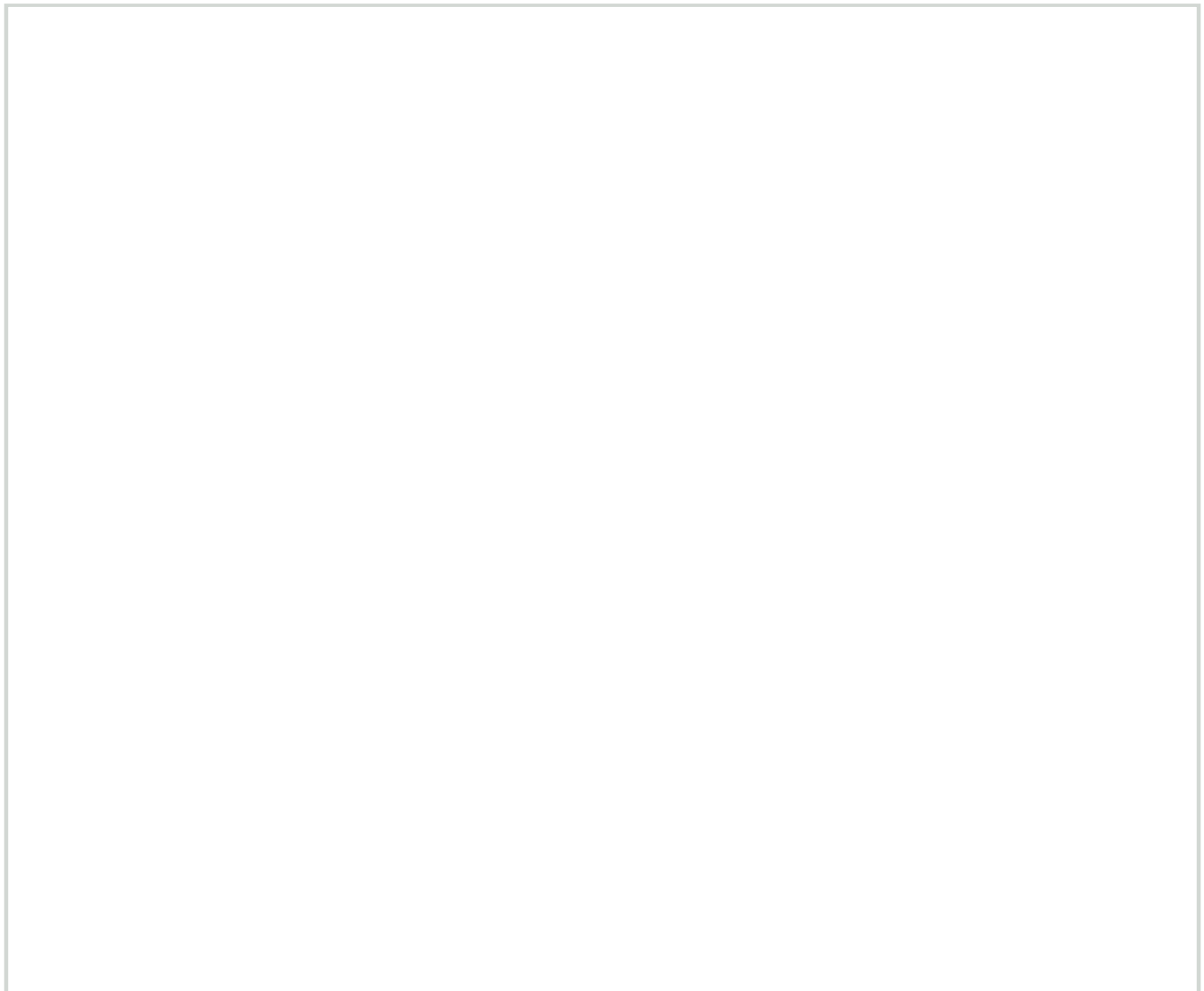


## 7 Steps to Telling a Story with a Point

### 3: THE PARACHUTE- Drop into Action!

Make it visual. Think about great action films. You can show a lot really fast. The audience sees and feels what's going on. This is where the problem takes on concrete importance. If the audience can't see the picture as you're telling it, then the message is NOT being delivered effectively.

Open the parachute –

A large, empty rectangular box with a thin gray border, intended for a visual representation of the story's action.

## 7 Steps to Telling a Story with a Point

### 4: THEME- What's this all about?

Know your destination. Support that with every sentence. Use foreshadowing to make sure that next sentence leads to the point of the story in a subtle and logical sequence. Do NOT confuse the audience by straying from the point.

Create your theme in the space below.

## 7 Steps to Telling a Story with a Point

### 5: TRANSITION- Is there any hope?

At this point, your audience is hanging on to the story because it's been so engaging. But if they begin to feel too hopeless because you've stayed in the problem too long, it's time to lift them from despair with a hint of resolution. Remind them you've solved the problem and you'll reveal the solution, but first get into more detail about the problem leading to the solution.

Write you transition now.



## 7 Steps to Telling a Story with a Point

### 6: THE SELL- Here's the Solution

This solved your problem. And it can solve theirs too if they get this solution. Remind them how much you (they) were in because of the problem and how great it is now. The solution is key.

List out your solution below!

## 7 Steps to Telling a Story with a Point

### 7: TIE BACK- Bring it back around.

Remember that unanswered question? Now's the time to bring it back up and provide the answer. Obviously, the unanswered question is solved by the solution you presented in The Sell. You've come full circle. You started a story with an example, quote or character. Now, come back to that very same element and demonstrate why it was so important to the story.

Write your tie back below.

# MyNAMS



## ★ INSIDERS CLUB ★

**Build your team and get all the business training and tools you need now!**

**DISCOVER WHAT INSIDERS ALREADY KNOW!**

MyNAMS Insiders Club is more than a membership! It's a mastermind for serious business people who want to have fun and build the business of their dreams with the support of a like-minded community.

**CHECK IT OUT TO GET A  
7 DAY \$1 TRIAL!**

**<https://nams.ws/TRIAL>**