

**Exercise: Write a transformative story about yourself that builds trust and rapport.**

Write Your Own Transformative Story	
Facts or Accomplishments about YOU	<i>What makes you sound authoritative, trustworthy, experienced, likable, relatable and/or interesting?</i>
How can you relate to your customers' struggles?	
Talk about your personal experience(s)	
Did you have any setbacks along the way?	
What lessons did you learn?	
What results did you obtain from using your own product?	

<p>How has your life changed AFTER you saw results?</p>	
<p>Who else has told me they have achieved amazing results?</p>	<p><i>Include name + contact info. Contact them to ask for their story. Always ask permission before publishing.</i></p>
<p>How can others expect your product to change their life?</p>	

***Exercise: Write your story using only 5 sentences.***

Write Your Story	
1. Introduction	
2. Supporting Element	
3. Supporting Element	
4. Supporting Element	
5. Conclusion	