

Module 9

Write Your Personal Story

Meaningful Specifics contained in the *Write Your Personal Story* video.

- Your personal story is the most impactful way to share Max's products and opportunity.
- Create your personal story by answering the six questions on the worksheet.
- a personal story for product and an opportunity conversation.
- Record and listen to how you share your story.
- Be authentic, speak with integrity, and confidence.
- Practice sharing your personal story with your mentor.

Worksheet

Your Personal Story

Your Personal Story will often be the first impression your prospects have of Max International. Knowing what you will share with your prospects is important in building a trusting relationship. This worksheet will help you create your own personal story for both the product and the opportunity. When writing your personal stories think about how Max's products and opportunity are changing your life and how it may change lives. Depending on the needs of your prospects, you will adapt and share your personal story. Your personal story is a precise declaration of your Max experience. When spoken as outlined here, it validates your journey in the mind of your prospects while validating the benefits that they seek. It is powerful when done right. It requires practice and feedback from your sponsor and other team members.

Six steps to writing your personal story:

- Who are you?
- Why were you looking for something like Max?
- How did you find Max?
- What impressed you about Max?
- How is Max changing your life?
- Complete this sentence. "The best part is . . ."

Who are you?

You are identified by more than just your name. You are also recognized by your occupation, talent, hobbies or other interests. In fact, your work and other interests may be the reason you are talking with any particular prospect.

Why were you looking for something like Max?

Here you are sharing your health and/or financial needs and the solutions you have looked for in the past.

How did you find Max?

Explain who introduced you to Max. Perhaps it was a friend, family member or a colleague.

What impressed you about Max?

Detail what impressed you about Max. It could be the science, the leadership, or anything else.

How is Max changing your life?

This line is important because it gives you the opportunity to completely validate that Max is changing your health and/or financial situation. It is the reason you found your solution at Max International.

The best part is . . .

Speak to your dreams and how Max is the solution. Be authentic. Because you are sincerely speaking from personal experience, your words carry more truth and power than any endorsement, advertisement, or media campaign.

Here is an example:

I am a school teacher and a mother of four kids. I am constantly on the go and often completely worn down. I love teaching school, but unfortunately I was not making enough money to live comfortably. A friend of mine introduced me to Max and asked me to try a new supplement and told me that it would help me with my energy levels. I was pleasantly surprised about how much energy I now have. I no longer feel like I'm dragging in the afternoon and the best part is I think I've found a way to make the extra income that my family need.

Now it's your turn to write your personal story. Once you've written it down, practice saying it out loud. You may be tempted to write everything down and that's okay. However, over time you will want to refine your personal story so it's no longer than two minutes. Begin practicing it with your mentor and others until you feel comfortable sharing it.

Write Your Personal Story

Who are you?

Why were you looking for something like Max?

How did you find Max?

What impressed you about Max?

How is Max changing your life?

“The best part is . . .”

Tips for success:

- Keep your Personal Story concise. Don't be tempted to include every minute detail.
- Practice telling your Personal Story until you feel comfortable sharing it.
- Adapt your Personal Story based on the needs and interest of your prospect.
- Share other people's testimonials to establish commonalities with your prospect.