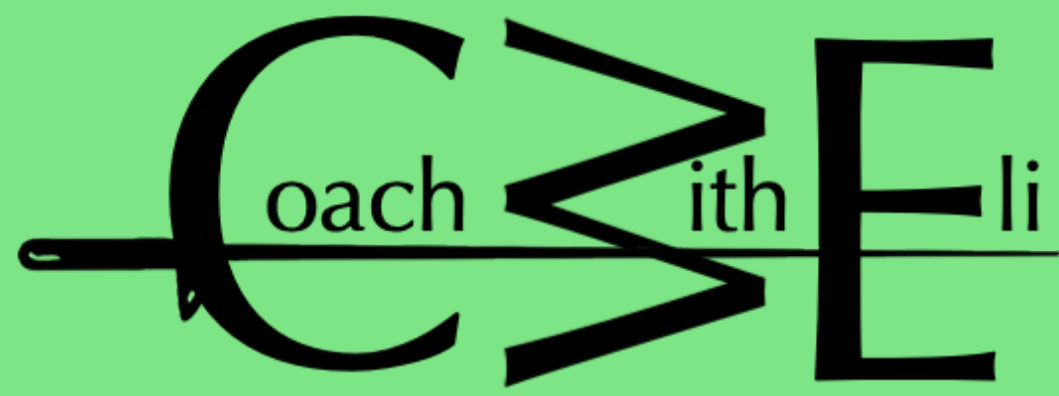


Practice Makes Perfect(er) *Metaphors and Stories*



Stories/Metaphors

The subconscious mind takes everything personally - meaning it personalizes stories about others.

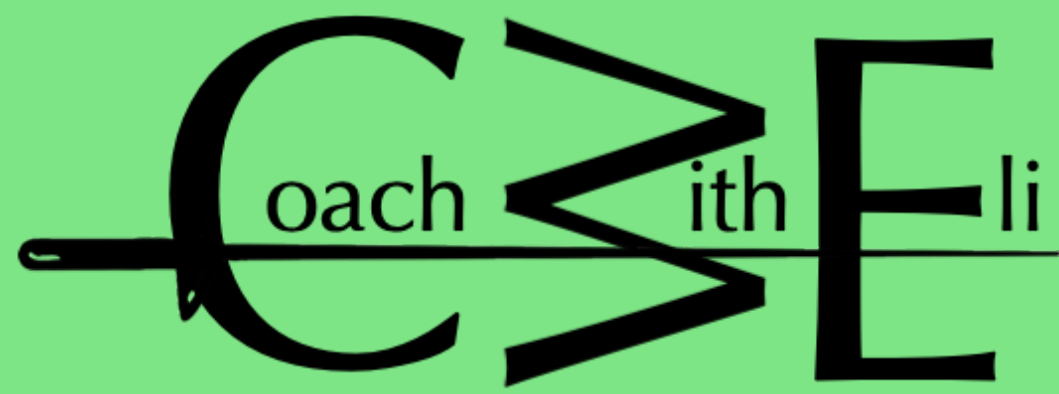
Telling a story where a person identifies a resource to help them overcome a problem is the most common form of entertainment we have. It's called the Hero's Journey.

By telling a story, you can help someone recognize options that were outside their awareness.

You can teach lessons through stories like the brothers Grimm.

You can implant suggestions through embedded commands within stories.

To create a compelling metaphor, map across each element from a real world example into a story and then add resources to solve the problem.



Stories/Metaphors

When you recognize a situation that reminds you of a story, that means your subconscious mind is offering you a possible solution to the problem, and the solution is already embedded somewhere inside the story.

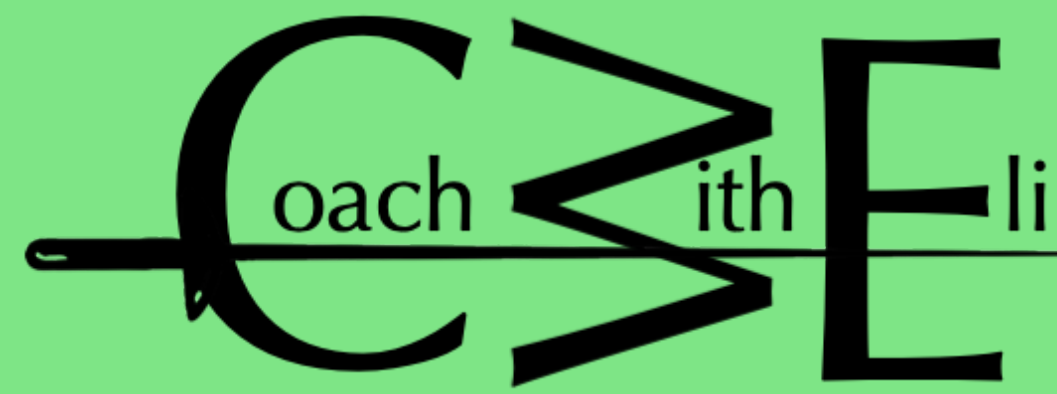
You can share the story either directly or indirectly...

Directly: “You know, that reminds me of...” or “Have you seen/read/heard _____?”

Then you could ask: “How is this just like that?”

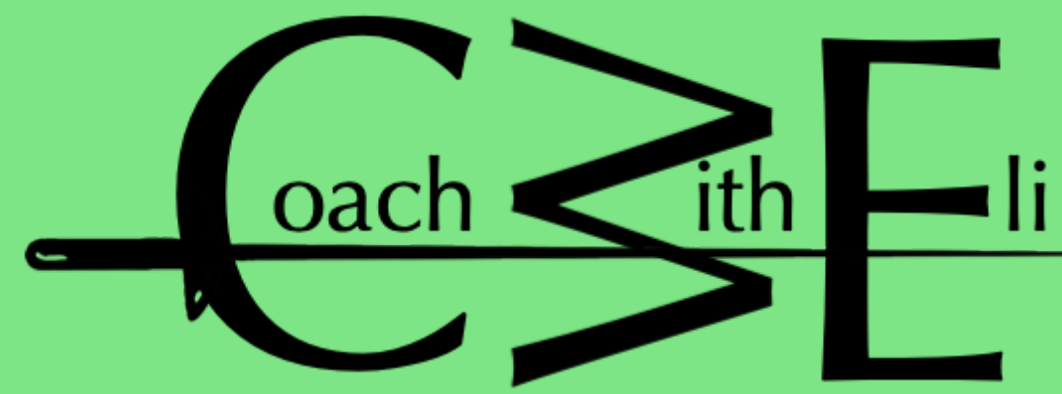
Or tell the person: “This time is just like that time.”

Indirectly: If you don’t think the person knows the story already, you can tell them the story. At the end (or beginning), say something like “I don’t know what made me think about that, but I guess it felt relevant. Anyway...” - *and then just move on.*



Practice

- Practice chunking objections
 - Chunk down to the specific objection
 - Chunk up to the motivated desired outcome
 - Figure out how the objection is actually preventing the desired outcome
 - Build a story and check for agreement



Final Thoughts

- What questions do you have?
- Write down at least 5 AHA's from today's training
- What is your feedback from today's training?
- What is your plan for implementing the skills you worked on today?