

“Because nothing happens until something gets sold, entrepreneurs must develop the knowledge, skill and discipline necessary to succeed in sales or that early momentum may never materialize.”

WHAT'S YOUR STORY?:

As entrepreneurs we often think that we have to marshal all of the facts and the evidence to support whatever we are selling. What we really need to do is tell a compelling story that gives customers a reason to join us. The facts and evidence follow

Keynote Lecture Notes:

Impact Question: What will you do differently as a result of what you've learned from this module?

Questions for you, the entrepreneur

1. Do you rely on facts to make your case?
2. Which important facts could be captured in a compelling story?
3. How do you capture the stories that you experience?
4. How do you remember them?
5. What is influence, and how do you influence people?

Questions for your team, advisors, mentors

1. Are you capturing the stories of how people use your product or service?
2. How are you making sure that your team knows these stories?
3. Are you using these stories on your website?
4. What are your founder's most compelling stories?

<p style="text-align: center;">Readings</p> <p>Notes:</p>	<p style="text-align: center;">Founder Genius</p> <p>Notes:</p>
<p style="text-align: center;">Other Related</p> <p>Notes:</p>	<p style="text-align: center;">Tools</p> <p>Notes:</p>