



Why You Need A Story to Tell

“Stories create value. If you take a simple object and build a story around it, the value increases exponentially. People shop with their heads and their hearts, and they will pay for an object or service based on how much it means to them.”

-Richelle Parham, CMO, Ebay

Without a story your service is just another commodity. A replaceable cog in the consumption machine. But creating a business story is not simply about the need to stand out and get noticed. It's also about building something people care about. Business storytelling is about standing for something and striving for excellence in everything your business does. It's about framing your scarcity and dictating your value. It's about thinking beyond the functionality of your financial planning service. And creating a sense of loyalty and meaningful bonds with your clients.

A business story is not the same as a catchy tagline that's pasted on a billboard to attract attention for a week or two. It is the foundation of your business and a strategy for future growth. And it's the compass that gives a company the confidence to communicate what it stands for and why.

Here's A Story That Inspires Clients And That You Can Use to Inspire Yourself

"We exist because the work we're doing now is better than the work we were doing 6 months ago. And the work we will be doing 6 months from this point will be better than the work we'll be doing today. Because we wake up every day with a sense of why we come to work. We come to work to inspire people to do the things that inspire them while giving them peace of mind over their financial issues.

Are we better than any other financial planning company?

If you believe what we believe and you believe that the things we do can help you, then yes, we're better. If you don't believe what we believe and you don't believe the things we do can help you, then no, we're not better.

Our goal is to find clients who believe what we believe and work together so that we can all succeed. We're looking for people to stand shoulder to shoulder with us in pursuit of the same goal. We're not interested in sitting across the table from each other in pursuit of a sweeter deal. And here are the things we are doing to advance our cause ..."

And the details of how and what you do, follow.

But this time it started with why.