



## Three Ways to Use Your Signature Story to Pull in More Clients

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One of the best strategies to quickly establish credibility, get known, and differentiate yourself in the marketplace is to share your signature story. A signature story is your own personal account of how you got to where you are today or how you transitioned into your chosen profession.

**Your signature story can describe great loss or even hardship and how you overcame it.** Stories that demonstrate hardship help you to connect with your audience on an emotional level. When presented with authenticity and grace, you create a circle of comfort that envelops audience members and helps them heal (especially when they share a similar experience.)

**Over time, you become known for this story and even famous for it.** You become so good at telling your story that people will request it over and over again.

**As you know, my signature story is my tire iron story.** Moments after questioning if starting a business was the right decision, a tire iron popped up from the freeway, impaled the steel hood of my car and crashed through my windshield missing me by four inches. Each police officer that came on scene said, “Lady, you’re on this earth for a reason.” It was my wake up call. It created an instant shift in the way I approached my business. I went from having a few clients to learning everything I could about systematizing and monetizing my business.

**As a result, I created my own Entrepreneurial Edge System™ that helped me to fill my practice with 71 clients in just four months and now teach others how to take a systems approach to profitability to fill their practices.** Identifying with my story is one of the reasons why my clients end up hiring me. It speaks to them because I was in their shoes at one point and now I’m on the other side. Clients tell me they have struggled bringing in prospects automatically, but after seeing the results I have achieved, they feel they can do it as well.

**You can use your Signature Story to pull in clients in the following ways:**

1. **Speaking.** One of the key strategies in any good speaking engagement is to connect with your audience. A good way to develop that instant connection is to share your core story or message that is a perfect expression of you. Often times, what can be seen as an ordinary experience becomes an amazing story, especially if you tie it into learning a life lesson, a turning point, and even overcoming adversity. When you weave your story with key points, you leave your audience bonding with you and wanting more.
2. **Teleseminars or Webinars.** Whether you organize your own teleseminars or webinars on a regular basis or get booked as a guest, telling your story helps engage your audience. Through development and performance, you become known and your prospects identify with it.



3. **Website.** Another way to develop a bond is to share your signature story on your website. When your story includes the reasons you got into business, it helps to develop your credibility even further.

**What is your signature story?** How did you become passionate about what you're doing today? Creating your signature story to share with others is a powerful way to establish a relationship, connect with them, and pull in more clients.