

**How to Overcome the #1 Problem of Standing Above Other Businesses in Your Field**

**Created by Dorit Sasson**

**For the subscribers of Giving Voice to Your Story**



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**Hello and welcome!**

Thank you for purchasing your FREE e-workbook, "**How to Overcome the #1 Problem of Standing Above Other Businesses in Your Field.**"

This e-workbook will give you all the simple steps you need to start marketing your products and services in a way that builds trust and referrability.

Ideally, you'll want to print out this e-workbook in its entirety so you can start by reading through the eight steps and complete the practice exercises.

If at any time, you have questions, please feel free to drop an email to:

[sassondorit@gmail.com](mailto:sassondorit@gmail.com)

Blessings on your journey,

Dorit Sasson

## How to Overcome the #1 Problem of Distinguishing Yourself From Others

Here's the problem which you probably know or don't realize how important it is.

Because you are operating from a website, which is technically, an online environment, people really don't know you. You are anonymous to them. Maybe they found you through one of the search generators on *Google* or maybe they just were up late searching and "stumbled" upon our website.

When it comes to generating business from your website, the #1 problem is building trust.

People will ask:

1. How do I know this stuff is real?
2. How is this going to help get me the results I need?
3. How can I make sure I do this?

When it comes to content, you need to engage your client not just announce your products and services, which still, many entrepreneurs do and it drives people off.

The best way to approach this "I-got-to-sell-right-now" mindset, is to ENGAGE your client in the first few seconds of coming to your site. If you don't, you will most likely lose that client forever.

Sad isn't it?

Think of the possibilities of how you could have helped that client.

Before you can turn prospects into paying customers, you need to engage them with fresh new content all the time.

But before they can buy from you, they are looking to connect with you in their own way.

The best way they can connect beyond your "product and services" page and "blog" site is from your story pages.

Whether it is a video or a short engaging and humorous story on your About page, they want to know not WHAT you do but WHY you do the things you do today.

I'll use the story of Apple computers because it's easy and everyone gets it.

## HOW YOU CAN SEPARATE YOURSELF FROM THE CROWD

Every business on the planet knows the kinds of services they offer - this answers the **WHAT** question.

Some businesses and organizations know **HOW** they do what they do. These are the things we think are special or make us stand out from the competition. But not very many businesses can clearly state **WHY** they do what they do. By **WHY** I mean, what's your purpose? What's your cause? What's your belief? **WHY** does your organization or business exist? And **WHY** should anybody care?

As a result, the way we act and communicate is from the outside in. We tell people **WHAT** and **HOW** we do what we do and we expect some sort of behavior: a purchase or a vote.

Inspired Entrepreneurs and leaders think and act from the inside out. They all start with **WHY**!

## **APPLE'S STORY**

Everyone knows Apple for their super-cool computers. When it comes to marketing their story, they use the "WHY" approach. The "WHY" approach is so much more compelling because that approach resembles more the way we think. When we use "WHY" elements, we open our story to more interpretation, creativity and storytelling elements - thus making it easier for that potential client to remember who we are.

### **Here's how they tell their Story**

"Everything we do, we believe in challenging the status-quo.

We believe in thinking differently.

The way we challenge the status quo, is by making our products beautifully designed, simple to use and user-friendly.

We just happen to make beautiful computers.

Wanna buy one?"

**Totally different, right? It feels different!**

## **Harness the Real Estate of Your About Pages**

When it comes to addressing your *WHY*, trying harnessing the About page of your website since that is one of the first initial pages your ideal peep will land.

Most people think of an About page as a sales pitch or a biography. I am a lurker when it comes to About pages and I just cannot begin to tell you how many About pages I have seen that do not utilize the concept of how an About page is truly meant to serve.

It is the most important "story" webpage you will EVER need for your site. Your About page should do TWO major things:

**Build Trust and Credibility**

**and**

**tell a compelling story**

By following these 5 simple steps you will be able to craft a story that will show how you are meant to be doing the work you are doing now. Being authentic in your marketing allows people to trust you and when they trust you, they buy from you.





Assuming you've done this research, then you can go to STEP TWO.

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**STEP TWO:** Choose the one defining moment that will build trust AND reinforce the story of why you are doing the work you are doing now.

Notice I used the word transformational! A defining moment is by nature transformational because it illustrates a personal journey of change.

Remember, you want to *SHOW* how your defining moments position you to do the work **you are doing now**. This establishes credibility and is the first thing your prospect wants to know right away. **How are you qualified to do the work you are doing now?** Your peeps are not interested in how many degrees or certifications you acquired. They want to know your story.

Brainstorm all the possible defining moments that fit this category:

When you feel comfortable brainstorming all the possibilities, continue to STEP THREE.

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**STEP THREE: Connect your reader with your defining moment.** This is perhaps the juiciest step that will create the most impact. Spend a few sentences describing what that transformational moment felt like. Paint a picture for your prospects. Appeal to their senses. Translate what you have seen and felt for your prospects - they have never been in your shoes, so this is your opportunity to tell a story! The more authentic your story, the better your chances of establishing that "know-like-trust" connection.

### EXERCISE FOR YOU

1. Take some time to explore your defining moments. See which one pops up for you. Write them down:

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**STEP FOUR:** Take some time to reflect on the dynamics of this defining moment. How does it directly show how you are uniquely positioned to do the work you are doing now? Explain here.

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STEP FIVE: This step is perhaps the juiciest of all - storytelling! Your prized possessions are your words:

When it comes to your defining moment(s), what words or phrases come to mind? Remember to appeal to your reader's senses. Brainstorm a list here:

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Brainstorm also a list of active verbs and nouns. By keeping your story in the active tense, you give your story a greater sense of immediacy, which the reader also feels in present time.

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Ultimately, you'll want to use these words to paint a pre-during-after moment. More on the next page!

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**STEP SIX:** Paint a pre-defining "story," which focuses on the situation, hardship, realities, and difficulties BEFORE you transformed.

Here's an example of my BEFORE defining moment. Notice the specific hardships I paint for the reader to illustrate the beginning part of my transformation.

In 2007, I returned to the US after years of living on a kibbutz and teaching English to Israeli schoolchildren. My husband and I decided to try our luck in a Jewish community of Pittsburgh. We didn't have friends, family, or a job waiting.

I was a returning American who spoke fluent English, but yet I felt everyone around me was speaking another language. I left the US in 1988 as a teenager and came back a mom and a wife almost twenty years later. "What's an SUV?", I would ask. "What's Target?" But what I was really looking for was a deeper connection to family and friends. Coming back to live permanently in the US after all those years in Israel triggered deep and painful memories from my NYC childhood home - mainly of social and emotional isolation.

Write your "Before" defining moment in the space below. Use the next page if necessary. Read it aloud to a friend or partner. See if s/he resonates with the story and use his/her feedback to improve the rough draft.

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**STEP SEVEN:** Now, write your "While" part of your defining moment. The **WHILE** defining moment shows what you were doing at the time to help you cope with a particular challenge or struggle. Show how you didn't quite know how that "something" was going to help move you from point A to point B.

Questions to ask: What did you specifically do to change your situation? Did you take a leap of faith? Did you take an important step that would make a difference? Make yourself accessible to your readers.

**Here's an example of my "while" defining moment:**

My life coach asked in an email in March 2011: "Where do you think your life story could lead you - *if you allowed it to lead the way?* What do you think you could gain, both personally and professionally, if you *came out* fully with your life story?"

So, with a leap of faith, I began an inner dialogue that would stretch for the rest of the year. I began asking myself: "Who am I? What do I want? How can I serve?"

In August 2011, I was accepted into the Transformational Author Anthology and Mastermind Program spiritually led by Christine Kloser. In the next two months, I wrote a chapter entitled, "The Best Time to Get in My Way" for the anthology, **Pebbles in the Pond: Transforming the World, One Person at a Time**. I wanted my voice to reach other "voiceless" people who wanted to share their own truth through the pages of the "Pebbles" book.

Write your "AFTER" defining moment in the space below. Use the next page if necessary. Read it aloud to a friend or partner. See if s/he resonates with the story and use his/her feedback to improve the rough draft.

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**STEP EIGHT:** The final part of your defining moment shows how you were able to come full circle with the action steps. Use this part of your story to show how you are also uniquely positioned to do the work you are suited for today.

Here's mine as an example:

And as all transformational authors know, there IS no arrival point, just riding the beautiful journey. Christine continued to guide, support and coach me along with 40 other MasterHeart members to "birth" our transformational visions.

As a participant of the **Get Your Book Done** program, I put my vibrational energy into action and created my website, *Giving Voice to Your Story* in early 2012. This venture allowed me to help other entrepreneurs see themselves in my story as they stepped into discovering their compelling story.

I began creating a wide variety of products and services including ebooks, an online homestudy, online group programs and writing and mentoring services. I am able to educate others on the value of storytelling and sharing.

"Walking the talk" is just as important as educating others and so I have also embraced the cross-cultural journey of writing my memoir of how I left New York City to volunteer for the Israeli Defense Forces.

Now, write your "AFTER" defining moment in the space below. Use the next page if necessary. Read it aloud to a friend or partner. See if s/he resonates with the story and use his/her feedback to improve the rough draft.

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**Thank you for purchasing this special report!**

**If you need more help on how to give voice to your story, I invite you to a special 30 minute story strategy session. Simply click [here](#) to connect me beyond the printed page and I'll contact you with our next steps.**

**More about me!**

Dorit Sasson, The Story Mentor, is founder of *Giving Voice to Your Story* and *Market Your Compelling Story with Passion System* that shows you exactly how to attract more clients using your compelling story. To get your F.R.E.E. e-workbook and bimonthly ezine, visit <http://www.GivingVoicetoVoicelessBook.com>

