

## How to Tell a Story: 4 Stories to Engage Your Ideal Customers with Marie Zimenoff

Many businesses have transitioned from only having a brick-and-mortar store to also joining online platforms in the past twelve months. One online business after another has cropped up and thrived. They reach out to their audience through online media, sharing their messages and offering their services and products.

In the process, it's essential to learn how to target our ideal clients with our message and stories. We want to tell them that we're here and happy to be part of their customer journey.

We each have our motivations and reasons for getting into business. To help you stand out from the rest, you need to reflect on the stories you want to tell your ideal clients. Tuning in to the podcast and completing this action guide can help you create an engaging platform and establish a relationship with your ideal clients.

### QUOTE TO REMEMBER

*'When you find those [stories that connect and show the client where you've been], and you start to get more comfortable telling them, it's really amazing to watch the transformation that happens. Especially online, where oftentimes people feel a little timid.'*

### Activity: Telling Your Story

Marie Zimenoff gives us three questions to ask ourselves and four stories we can tell when creating an engaging platform.

**Question 1:** *What motivates your focus in your space? Why do you do what you do specifically?*

What is it that you're doing? What are your goals, and why are you offering your services and products? What problems do you want to solve? Afterwards, go back to the main question and try to answer again. Keep in mind your answer to these follow-up questions.

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#### **Story 1:** *Your Origin Story*



What's the story behind your answer in Question 1? There is that trigger or the push that gets you to take that step forward in your life.

What inspired you to start your business? Your story makes you unique, memorable, and relatable. Don't be afraid to share your experiences.

Story 1: Your Origin Story

**Question 2:** What is your opinion on what you do? What motivates this opinion? Where does this opinion come from?

It can sound similar to Question 1, but the difference is that Question 1 and Story 1 ask you how you began. This question asks you why you keep going and what you think about what you're doing.

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**Story 2: Your Passion Story**

Read your answer to Question 2 again. Do you remember the moment which made you decide to keep doing what you are doing? Did you meet anyone, or did something happen that made you sure of your goal and your journey to reach it?

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**Story 2: Your Passion Story**

**Connecting the dots:** Look at Story 1 and Story 2. Reflect on how these series of events have brought you to where you are now.

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**Question 3:** What conversations do you want to have with your clients online?

Despite the physical distance, you can engage people in conversations online. However, know your clients' limits. What are they comfortable talking about? What topic would benefit you while benefiting them too? It's critical to know your audience so that your conversation begins in the best way possible.

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**Story 3:** Their Hero Story

Let your client be the hero. Tell stories that put them in the position of the hero of the story. Engage them in conversation through Question 3, and put them in the comfortable position of being the "hero" through Story 3.

Story 3: Their Hero Story

**Story 4:** The Focus Story

Tell the stories of how you've helped others and how you can help them as well. These show your client why they should come and work with you—anything from testimonials to research and case studies that show what you can do.

Story 4: The Focus Story



## What You Will Learn from the Activity

The short activities in this guide revolve around the questions we should ask and stories we need to tell that Marie Zimenoff discussed. Reflecting on these will help you create a strategy that will catch your client's attention and engage them to look into you and your business and consider working with you.

Questions 1 and 2, and Stories 1 and 2 give your ideal client a glimpse into your life while showing them that your motivation goes beyond having a successful business. Like any person, you come from somewhere and build from experience.

Now, these stories are not just about you and your business but also your clients and your potential engagement with them. Question 3 and Story 3 encourage you to look into your ideal client. Your relationship with your client can begin by getting to know them and their needs and getting them comfortable sharing about themselves.

Showing that you value them, their comfort and their insights reassure them that more than just business, you care, and you're here to help.

Lastly, Story 4 guides you into looking back at what you've done so far. The first three stories establish your presence and engage your client. This last story is a call to action directed to your client, showing them your track record of being here to help and being able to help.

These answers and stories can't come from anywhere. They take time, experience, and introspection. Take your time to go through the activity and reflect on each question so the stories you tell your clients are honest yet engaging.