

# READER - SOUL CLIENT

A person with a lack/problem/need/longing who recognizes her/himself in your story and is currently somewhere between 1 and 2

CONNECTION

## YOU - THE HERO

### 1. START

Give the hero a background story. Like: Education, experience, where you lived, position. Someone you SC immediately connects with. The hero is someone who already IS someone.

### 2. ROCK BOTTOM

Most Important part . Use ONE example of something that happened and you made a HEROIC DECISION that changed the course of the story. Be Creative! GO FOR GOOSEBUMPS!

This is where your Soul Client connects with you and recognizes herself.



What happened



How did you feel. Describe like it happened yesterday.



Where were you , what were you wearing, what day was it., temperature, weather conditions ...



Who else was there

# HOW TO WRITE YOUR HEROES JOURNEY IN 4 STAGES

### 4. RESULT. WHERE YOU ARE AT THIS MOMENT.

Describe:

- A. What you do and for who
- B. How grateful you are for that profound experience.

### OWN YOUR HEROES STORY.

Tell it again and again.

### 3. THE ACTION YOU TOOK.

Use ONLY the story lines that lead to end result. Leave out all 'smaller paths'. Go for clarity!

Use words like: I took action, I decided, I vowed ...