

The 30-Second Business Story

Everyone can tell a product story. This is the one that builds teams.

i. **Before**

One line on where you were. "I was working full-time and had never made a dollar outside a paycheck."

ii. **I was introduced to the business by...**

The person, not the pitch. "...a friend I trusted enough to look."

iii. **My first...**

First cheque, first customer, first yes. Give it one small, ordinary detail. The amount. The time of day. The kitchen bench.

iv. **What that first told me**

A realisation, not a result. "It wasn't the amount. It told me this was real, and it works."

v. **I now believe...**

"...anyone willing to start small can build something real."

*"It wasn't a big result. It was a first.
And the firsts are the ones that change everything."*

Then end with a question, not a close: "What was your first?"

The screenshot rule: only say things that would survive being screenshotted. A small first always survives. A claim never does.

RUN IT THIS WEEK

The 7-Minute Team Huddle

- i. **Build. 3 minutes.** Everyone fills in the five beats. First cheque, first customer, first yes. No wordsmithing
- ii. **Say. 3 minutes.** Everyone says it out loud, 30 seconds each. Out loud is the training. Reading it isn't.
- iii. **Share. Before tomorrow.** Everyone sends it once. A DM, a voice note, a post. That's the whole job.

New person on the team? Their first-story huddle happens in week one, before they have a big result. That's the point.

Brett & Sammie

brettandsammie.com/story

Built for the Shaklee Leadership Academy



SCAN TO BUILD YOURS