CONNECT, INFLUENCE AND SELL

STORY-TELLING FOR START-UPS

HK TECH 300 【NEW VENTURE CREATION PLATFORM】

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EXECUTIVE COACH, STORY-TELLER & ASTROPRENEUR
JULY 29TH, 2021
CHOICE
WHY SELLERS TELL STORIES
WHAT DID YOU INFER ABOUT MY CHARACTER?
001 Keep it Simple Silly (KISS)
STORY VERSUS NON-STORY

ABSTRACT

Statements, Assertions, opinions

Generalisations
chronologies, broad events

Moments
-things you can see and feel

SPECIFIC
SPOTTING STORIES

SEQUENCE OF RELATED EVENTS
TIME/PLACE
CHARACTER
SURPRISE
BUSINESS POINT

WWW.THESTORYTEST.COM
SELLLING CHANGE
PART 3: SELL THE CHANGE

CLARITY STORY PATTERN

IN THE PAST... THEN SOMETHING HAPPENED... SO NOW... IN THE FUTURE...

MOMENTS
THE CLARITY STRUCTURE

IN THE PAST...

THEN SOMETHING HAPPENED...

SO NOW...

IN THE FUTURE...

PART 3: SELL THE CHANGE
ADD MOMENTS

IN THE PAST...

THEN SOMETHING HAPPENED...

SO NOW...

IN THE FUTURE...

MOMENTS
THE NEW ICLOUD STRATEGY
WHAT’S HAPPENING HERE?
YOU NEED TO TELL STORIES TO GET STORIES
IGNITE YOUR START-UP SUCCESS
WITH BUSINESS STORIES!!!
THANK YOU

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