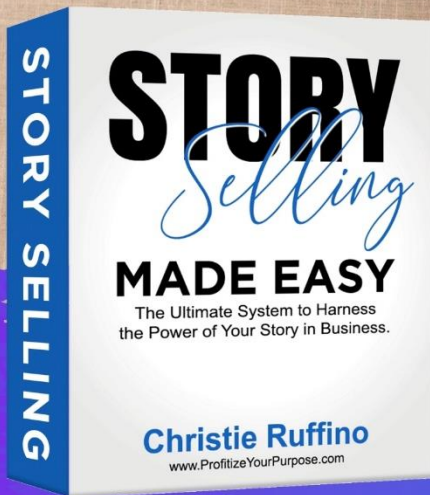


STORY *Selling* MADE EASY

with Christie Ruffino



**The Ultimate System to Harness
the Power of Your Story in Business.**

A woman in a white dress stands on a stage, presenting to an audience. The background features a large screen with the text 'YAMAHA Conference' and a logo of a stylized bird or figure. The foreground shows the backs of several audience members seated at tables with water bottles and other items.

STORY *Selling*

MADE EASY

with Christie Ruffino



Meet Christie

NO ONE UNDERSTANDS WHAT YOU'RE FEELING RIGHT NOW MORE THAN I DO. I GET IT!

You doubt that your story is important. That little voice inside your head keeps telling you that no one wants to read about your struggles or successes?

And even more, how can your story help your business??

I thought the same thing years ago when I contemplated sharing my story.

My name is Christie Ruffino, and I am obsessed with helping women clarify, share, and leverage their stories.

Why am I so passionate about this mission?

Because I've been where you are right now. I understand the doubt and the fear – your instinct to remain safe and keep your story safely tucked away.

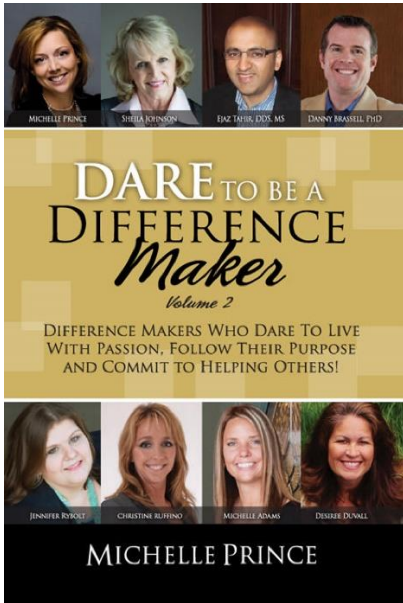
I know that feeling – yet I could not shake the notion that my journey WAS important. Plus, I REALLY loved books!!! I even Photoshopped my face onto the cover of a book published by a mentor of mine, [Stephanie Frank](#). I tacked it on my vision wall, thinking, "One of these days..."

But writing my own book seemed like a monumental feat. How could I come up with enough valuable information to fill a whole book?



More importantly, I didn't have enough time or money to invest in the whole process.

But then... as seems to always happen with me... the right person came into my life at the right time for the right reason. **It was incredible!!!**



In 2012 I was invited to share my story in an anthology project called "[Dare to Be a Difference Maker](#)" by Michelle Prince. My first reaction was, "HECK NO! How could I possibly do that?" I thought my story was not that special, and I didn't think anyone would care to hear it. YOU BET I got through some troubling times, but I had no choice... I just put my head down and did what I had to do.

CAN YOU RELATE?

But once she asked me one simple question, "If your story could help just one person, wouldn't it be worth it?"

My "No" quickly changed to a "Yes," and it was one of the best decisions I've ever made.

Michelle helped me recognize that there were many women who were at that time feeling as overwhelmed as I felt back during my struggles. Women who could learn from what I overcame and would appreciate not feeling so alone and isolated during their struggles.

WOMEN WHO COULD BECOME EMPOWERED BY MY STRENGTH!

I did not know it at the time, but I now see how saying "yes" to sharing my story has changed my life forever. And more importantly, that decision created a path to impact the lives of thousands of other women as I help them share their inspirational stories with the world.

I came out of it with a much better appreciation of my true value in the world. I took ownership of my ability to shine my light, to pave the way for others to do the same. My mindset had shifted as a newly published author, and I experienced first-hand how this accomplishment had created a new level of credibility with my peers and prospective clients.

MY BUSINESS ALSO STARTED TO BOOM!!

The exposure and prestige of being an author created a magnetic response with my business audience.

I didn't have to work so hard to get new clients. Instead, they seemed to find me.

How awesome was that? I thought it was great!

So, I began the journey to provide the same opportunity to the women in my tribe: women of the [Dynamic Professional Women's Network](#).

WOMEN LIKE YOU!

Women who want a platform to share their stories.

Women who want to leverage the POWER OF THEIR STORY to increase their influence, impact, and income.

If I could do it... If they can do it... You can too!

I'M DEDICATED TO HELPING YOU!!!

I want to take everything I've learned from successfully helping hundreds of women harness the power of story in their business and share it with you.

I have a proven system to make the process very easy and provide you with a ton of rewards.

In the pages of this book, I'll reveal everything I've learned to help you ensure your story creates an endless stream of opportunities, connections, and prosperity!

LET'S MAKE THIS HAPPEN ~ TOGETHER!

Hugs & Blessings,
Christie

Before You Get Started...

IMPORTANT DETAILS TO CONSIDER

Use this handy checklist to identify some of the key elements that need to be clarified before you can create your "Signature Story That Converts."

- Take a moment to identify **the person** who needs to hear your story the most. Usually, it's someone like you when you were going through your struggles. I like to say it's "you" in your rearview mirror.

Name:

- What is the **biggest problem** that person is struggling with right now?

- What three words describe how that person **feels** during this struggle.

1)

2)

3)

- What **tips** do you have that can help them get over their struggles?

- What is **the story** of your life that will position you as the best and most experienced person to help that person get over their struggle?

- What three words describe how that person will **feel** when their struggle is over?

1)

2)

3)

STEP 1 – WHY: OWN YOUR STORY (FOCUS ON BUILDING A STRONG FOUNDATION)

As women, we should be willing AND equipped to share our stories of courage, resilience, and success.

😞 But sadly, many of us are crippled by FEAR and SELF-DOUBT at the mere thought of sharing our stories.

We falsely believe that no one cares to hear and that we are not that special...

👉 HOWEVER, aren't YOU inspired when you hear how someone else overcame their big challenges? Aren't you encouraged to set bigger goals when you hear someone else's success story?

I've interviewed hundreds of women to be co-authors in our Overcoming Mediocrity series of books. Throughout these conversations, I've learned a TON of great strategies and resources that can help you share your powerful story with confidence, dignity, and purpose. And if you are a businesswoman, I will also teach you how you can easily leverage your story in several ways that will create an endless stream of opportunities, connections, and prosperity.

Think about this...

I read a startling statistic the other day (and since I found it on the internet, it has to be true.) It said that 10 out of 10 people would eventually die. Shocker, huh?



When you're gone, all the checklists you've completed and the possessions you've acquired will not be what people will remember about you.

Your family, friends, and acquaintances will remember you for the relationships you've made, the memories you've shared, and the impact you've made on the lives of others.

"People will forget what you said, people will forget what you did,
but people will never forget how you made them feel."
— Maya Angelou

Therefore, we know that it's inevitable that we will be a mere memory in the world one day. But while we ARE here, we all have the opportunity to make decisions that are either self-serving or OTHERS-serving.

Let me ask you two questions.

1. Have you ever met someone who was in a situation like the one you overcame?
2. Have you ever crossed paths with someone who could have benefited from your wisdom?

Of course!!! Then you owe it to them and others like them to help!!

Think about how it would have helped if someone had given you wisdom through their story. You would not have felt so alone! And you could have found hope through their story and been way less stressed.

It's time for you to be courageous and **BOLDLY OWN YOUR STORY!**

Why?

Because others need wisdom, you can share through **the vehicle of your story.**

I plan to challenge and equip you to share your inspirational story.

In each lesson, I will give you action items to complete to become one step closer to sharing your story with the world.



YOUR FIRST ACTION ITEMS are designed to help you realize how important your story is and why you must share it with the world.

1. Write down the names of 3–5 people whose stories impacted your life.

They could be people you know personally, like your mom, a great-aunt, or maybe your high-school math teacher. Or they could be people who you know from afar, like Mother Theresa, Oprah Winfrey, or Brené Brown.

- _____
- _____
- _____
- _____
- _____

2. Next, write down the names of 3–5 different people who, at some point in the past—or possibly even now—could benefit or learn from the wisdom you could share through your story.

- _____
- _____
- _____
- _____
- _____

STEP 2 – WHAT: HOW TO CHOOSE YOUR STORY (FOCUS ON MAINTAINING CLEAR DIRECTION)

GREAT! The foundation has been set for you to proudly and boldly share your story. But before you can put pen to paper and begin writing, you must pinpoint what story you plan to share.

Let's face it: every year, we are at a different place in our lives. Our businesses, our priorities, our family situation, our goals, and our areas of focus are continually shifting. Where you are now is not where you were this same day last year. Heck, it may not even be where you were this same day the previous month, or even yesterday!



When I wrote my story the first time, my focus was on sharing the lessons I learned on how to survive a messy divorce, financial ruin, and how to care for my kids and home as a single mom. I desperately wanted other women going through similar hardships to know that they were not alone and that they could overcome.

I wanted to share tips that kept me grounded and strong. I loved the idea of

having a book, but the lessons I taught were not relevant to my area of business expertise; they were only relevant to my life expertise.

What about you?

What is your current focus? Your reason for wanting a book right now?

Do you want to share your story to help others? To leave a more significant legacy in the world through a book?

If so, then you probably already know what story you want to share, and you can skip on by tomorrow's lesson on how to write your story.

But... do you want to use your story as a conduit to teach valuable lessons related to your area of expertise? If that is your motivation, get your pen ready for this lesson's action plan.

ISNT IT IRONIC?

Our biggest life struggles (you know, the ones where the wind gets completely knocked out of our sails) most often turn out to be the catalyst that delivers us into our ultimate destiny.

Back when I shared my divorce story—during that horrible time of my life, those long months of fear, depression, and feeling overwhelmed—I didn't know that journey would eventually set me down the path to:

- Start a networking organization that would expand into several states and serve thousands of women;
- Create a book series that would help hundreds of other women share their inspirational and informative stories;
- Gain the knowledge and resources to help other female entrepreneurs harness the power of story to build their brand and attract clients.

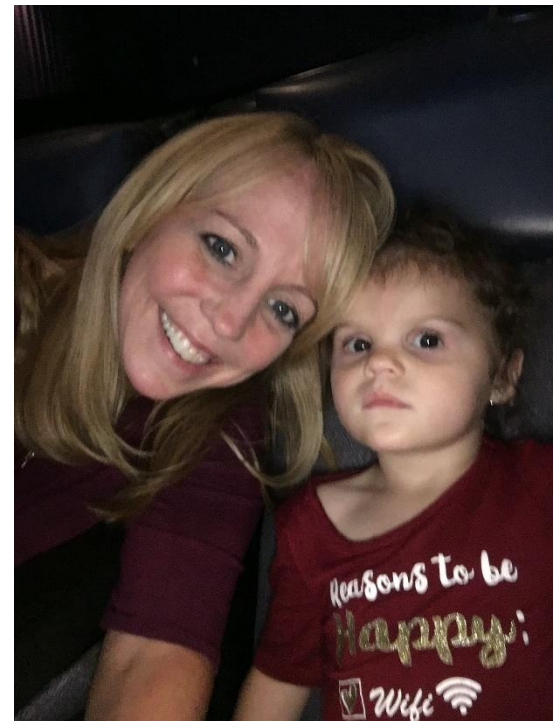
And to top it off, I am doing this all with the help of my own daughter. She had to grow up way too quickly during that whole ordeal, and yet, she did not let her hard life keep her down. She became a responsible mom and businesswoman, who makes me very proud.

Now, as I envision a future for her and my granddaughter, my focus has evolved to help women everywhere think grander and set bigger goals for their lives. I want them to know that the only boundaries they have in life are the ones they place on themselves.

My story now looks completely different than my story back then. And my story of tomorrow will look even more different than today's.

The point I am trying to make is that we will never arrive at a place where our story is complete (while we are alive). We need to accept that our stories are continually evolving and that we have the power to help others wherever we are right now.

Did I reject that opportunity back in 2012 to share my story because I knew there was more to come? No—I said YES!!!



I knew that I wanted to help at least one woman. And since then, I have had countless women reach out to me with gratitude for boldly sharing my "then" story.

YOUR ACTION ITEMS are designed to help you determine which story you want to share that will make the biggest impact on others as well as your business.

1. Write down who your ideal client would be. Give that person a name. When I work with clients, figuring out their ideal client avatar can sometimes be a long process. For this exercise, however, let's think back to THE ONE past or future client who you are most equipped to help. Identify what their biggest struggle is right now. How can you help them?

My ideal client's name is: _____

The single biggest problem they have right now is: _____

I can best help them by: _____

2. Next, write down a list of 3–5 tips, strategies, lessons you've learned, and/or resources that have made you an expert in your industry and that you could share with your ideal client to help them.

STEP 3 – HOW: HOW TO IDENTIFY THE TRUE VALUE WITHIN YOUR STORY (FOCUS ON DELIVERING AN IMPACTFUL OUTCOME FOR OTHERS)

So far, you've accepted (owned) that you must share your story, AND you should have determined which story to share during this season of your life.

This lesson will focus on IDENTIFYING THE TRUE VALUE WITHIN YOUR STORY so that you can write it in a way that will be impactful and will create a powerful outcome for your readers.

If you learn nothing else from this lesson, make sure you let that concept really sink in. You must write your story in a way that **will impact and create a powerful outcome for others!!**

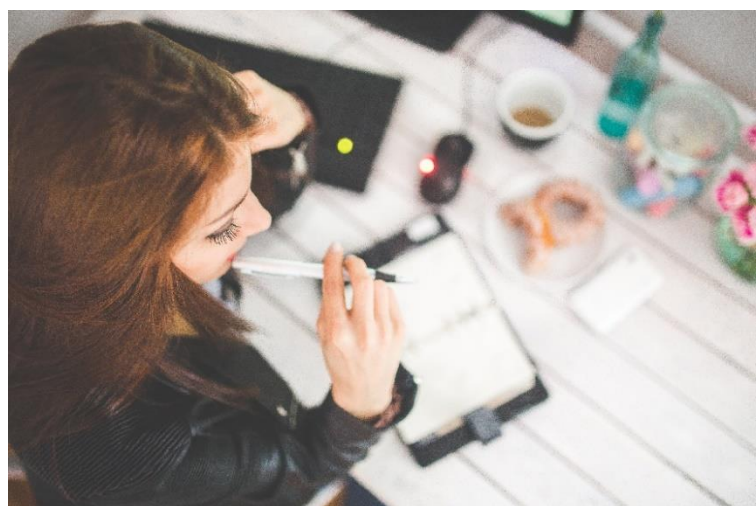
Too often, we tend to get wrapped up in our heads, thinking about how cool it would be to have a book and how our business will thrive once we're an Amazon Bestselling Author. Or possibly, we just want other people to recognize and admire us more for overcoming our big challenge, that we forget the **#1 focus of our story needs to be for the readers.**

Our goal is to deliver valuable information to them by **using our story as the vehicle to deliver it.**

💡 Just like a moving truck delivering a house full of clothing, furniture, and all our worldly possessions, we want the truck to be reliable, in good working order, and on time. BUT it is the treasures inside that we anticipate and in which we find the real value.

This may seem like a whole new concept for you, as it was for the women I've interviewed.

And yet, upon reflection, I'm sure you can recall times when you were utterly impressed after hearing someone's story because it included simple strategies that you could adapt to make YOUR life better. It wasn't just about them. They shared their story and strategy to help you.



THAT'S WHAT YOU NEED TO DO WITH YOUR POWERFUL STORY.

Remember step #2 when you wrote down a list of 3–5 tips, strategies, lessons, or resources that make you an expert in your industry?

Now, let's expand that list a bit further and go into more detail on those topics.

What's even more awesome!!! If you use your story as a positioning tool for your business, you can use these same topics and re-purpose them for future blog posts and your social media marketing efforts!!!

YOUR ACTION ITEMS are designed to help you start writing your story so that it will create powerful outcomes for your readers.

1. Let's use a typical blog post as our guide for this activity. These days a good blogger can create a successful following by sharing value-packed articles of only 500 words or less. We're going to shoot for 600 words each, but we'll start with drafts of 900 words and then edit them down. So, grab your computer and elaborate on the previously identified teaching topic until you have 900 words or so on each list item.

Microsoft Word is great for this activity because it lists the word count at the bottom of the screen.

2. Now, put your computer away. Let your content sit for a few days.
3. Come back to your work with fresh eyes and an intention of cutting 300 words from each narrative.

Remove the fluff and irrelevant information. Imagine that you do not know anything about this subject matter, and identify anything that you feel is unimportant to the lesson. If you use a mini-story in your work, make sure it is relative, concise, and to the point. And finally, cut out unnecessary descriptive words; some are good, but too many are just overkill.

4. For some of you, 600 words may still seem like a lot. For others, that may seem like not enough words to get your point across, but, since these days, we all seem to have the attention span of a gnat, any more than 600 words may dilute the impact of your point.

STEP 4 – HOW: HOW TO WRITE YOUR PERSONAL POWER STORY (FOCUS ON A STRONG CONNECTION)

By now, you are ready to own your story, you are clear about which story to share, you have identified and written out your teaching topics, and you should have them well-refined.

Today's action plan will probably take you the longest to complete, even though today's lesson is going to be the briefest... because the next part is all on you. We could walk you through a step-by-step process to write the rest of your story, but then everyone's story would be the same.

Our goal is for your story to be written in YOUR voice. It needs to be structured well and contain some crucial elements, but it must be uniquely yours.

There are many different structures for writing a powerful story. Depending on your writing experience, you can adopt something more complicated, but it's unnecessary to get powerful results.

The one thing that you must keep in mind is that your story needs to create a strong personal connection with the reader. You want them to embark on a journey with you so that they FEEL your struggles, they FEEL your triumphs, and they FEEL like they personally know you when the story is over.

Here are five critical "P's" that need to be included in your Personal Power Story structure.

1) Pre-Problem > Describe your life before the problem.

2) Problem > Briefly describe the challenge or problem you faced.

3) Prevail > Elaborate on the change and how you prevailed through it.

4) Promise > What is your solution to help others through the same problem?

This is where you will add the tips or strategies you identified earlier.

5) Proof > What is the proof that your solution works? How is your life now?

YOUR ACTION ITEMS are designed to help you put all the elements together to create your Personal Power Story.

- Finish your story by ensuring that the 5 P's are included, and then leave it for a few days or a week, if possible. Reread it and start revising it. Rarely is the first draft of a story ever perfect. You shouldn't be afraid to modify it several times to make it cleaner, more powerful, and crisper. If possible, get a good editor.

Friends and family aren't always the best for this because they are biased. The best non-professional editor is someone who can write and can be impartial. Listen to this person's advice, but trust your instincts about your own story.

- Once again, the most important thing to remember is that "how" you share your story and "what" you share must benefit THE READER. Make sure your editor also knows this and keeps it in mind when reviewing your content.

STEP 5 – HOW: HOW TO PUBLISH YOUR PERSONAL POWER STORY (FOCUS ON QUALITY & DISTRIBUTION)

Now that you are ready to investigate the publishing process let's dive in.

Years ago, book publishing was a costly and elusive process. But these days, anyone can learn how to self-publish their own books inexpensively or for free.

That is a good thing, but it can also be bad at the same time. The more opportunities there are for the average person to publish, the more options there are for mistakes or for unscrupulous people to take advantage of them and leave them with a poor-quality book they're ashamed of.

I feel that it is better not to have a book at all than to have a cheap-looking, low-quality book with a bunch of type-o's and run-on sentences.

I learned this lesson the hard way. My first non-fiction book was a train wreck! I rushed the process and hired an editor whom I'd met but hadn't appropriately vetted. I trusted her because she knew way more than I did, but that book had so many mistakes I had to pull it from Amazon's distribution.

But now, I have a great team of experts helping us every step of the way.

We will talk about self-publishing specifically, and I will share how we publish our *Overcoming Mediocrity* co-authored books.

These are some of the structural elements that you'll want to think about for your non-fiction book:

- Title Page
- Copyright Page
- Dedication Page
- Table of Contents
- Forward
- Introduction
- Content
- Conclusion

Additional things to consider for your non-fiction book:

- Size of your book
- Price of your book

- Color of your paper
- Book cover stock (soft/hard)
- Interior images
- Interior style

Task you'll want to accomplish or hire out a seasoned professional:

- Cover Design
- Editing
 - Proofreader
 - Light Copy Editing
 - Heavy Editing with Structural Development
 - Ghost Writing
- Interior Formatting
- ISBN # and Barcode Registration
- Copyright Registration
- Library of Congress Registration
- Kindle and E-book creation and distribution channels
- Submission to an on-demand or traditional printer
- Customized payment data to receive royalty payments
- Marketing and possible Amazon Best Seller ranking

MAYBE YOU'RE NOT READY TO WRITE A 45,000-WORD BOOK.

TO SPEND THOUSANDS OF HOURS AND DOLLARS TO LEVERAGE THE MANY BENEFITS OF BECOMING A PUBLISHED AUTHOR.

Our [Overcoming Mediocrity project](#) contains co-authored books that allow multiple women to participate, thus maximizing costs, leveraging resources, and increasing the distribution results for the women who participate.

Plus, our women get additional benefits, including a featured interview on our Overcoming Mediocrity Podcast.

Visit our project website to learn more. <https://overcomingmediocrity.org/>

YOUR ACTION ITEMS for this lesson are super short; I guess we're making up for yesterday. You just need to think about the points I listed and create notes about what you would like your book to include.

STEP 6 – WHERE: HOW TO LEVERAGE YOUR PERSONAL POWER STORY (FOCUS ON IMPACTFUL OUTCOME FOR YOU)

CONGRATULATIONS!!! You've done great so far, and I commend you for making it to this point!

I think we've made tremendous progress together so far. In this lesson, we're going to focus on you finally. How do YOU envision things to be different once your book is finished?

And then... the next and final teaching may be the most important one of them all—so don't stop now. For that lesson, we're going to "land the plane," and I will bring everything together in a way that will help you make sure you will get your story out into the world.

FOR NOW, IT'S TIME TO DREAM!

Pull out your magic fairy dust. Sprinkle it on your head and all around you until you sparkle. Now, let's dream for a bit. If the possibilities were endless (because they are!), what would be the best outcome you could have when your book is done and in your hands? Write it down here:

What did you write? Did you dream that your business and life will flourish once you are an Amazon bestselling author?

Kudos to you for having such amazing dreams, but the reality is that your book will not be a magic formula to make all your wildest dreams come true.

What IS true is that your new book will be just one piece of your success formula. Only when you combine it with other strategic ingredients will you manifest your wildest dreams.

I will share some strategies that will create income opportunities for you. But the most significant "win" will be that when you become a "Published Author" and possibly an "Amazon Bestselling Author," you will be able to receive ADDITIONAL income-generating opportunities, and you will be able to INCREASE THE PROFIT MARGINS when working with your current clients.

- When prospects vet you with an internet search, they will find you and your book on Amazon.
- Sharing your story with your clients will create loyalty because it will be the gateway that creates immediate intimacy and trust. They will bond with you as much or more from learning about your failures than your past successes.
- Knowing that you overcame your life challenges will encourage them to overcome theirs.

That will be your big win!!!

Becoming a Bestselling Published Author Will:

- Position you as an expert in your field.
- Set you apart from your competition and add to your USP. (Unique Selling Proposition).
- Generate additional exposure for your business and traffic to your website.
- Attract media interviews, partners, and speaking engagements.
- Create an additional revenue stream and provide a starting point for additional products.
- Help you attract many new opportunities.

You Will Be Able to Leverage Your New Book To:

- Participate in online giveaways to build your email list.
- Include CTA's (calls-to-action) inside your book and drive traffic to a sales page.
- Share and market your book at networking events.
- Get speaking engagements to capture prospects and sell your book.
- Get paid to speak because you're recognized as a published author.
- Attract media and press opportunities to share your wisdom.
- Get additional hits and opt-ins on your website.
- Receive Amazon Royalty checks every month.
- Create an Audiobook and receive Royalties every month.
- Create licensing partnerships with other experts who want to share your wisdom.
- Bypass the gatekeepers and get face-time with decision-makers.
- Position your expertise and build your brand.
- Plan a book celebration or book signing for exposure and connections.
- Plan and execute an Amazon Bestseller Campaign for increased opt-ins and possible up-sells.
- Request endorsements and build relationships with mentors and key influencers in your industry.

YOUR ACTION ITEM is to circle everything on these lists that you think will help you and create powerful outcomes for your business.

STEP 7 – WHEN: HOW TO GET THE BEST RESULTS WHEN SHARING YOUR PERSONAL POWER STORY (FOCUS ON COLLABORATIVE VELOCITY)

I'm hoping that you've had a mindset shift about how important your story is and why you need to share it.

Back in 1990, I crossed paths with a woman whose story would change my life forever. I worked for her to design and layout page spreads for Harley Woman magazine. During that relationship, she shared how she became interested in riding motorcycles—which was not very common for women back in the day. She encouraged me to learn how to ride and buy the first of many Harleys that would bring continual joy, peace, and freedom into my life.

Now, years later, her story is one of the many that have graced the pages of our Overcoming Mediocrity series of books. She's been a role model to thousands and was even inducted into the Harley Davidson Hall of Fame.

My mom also shared her story. She unveiled parts of her life that gave me a deeper understanding of her courage and resiliency.

Another woman who shared her story in one of our books is the CEO of a national moving company. She shared her powerful story of being a successful leader and building a thriving business in a male-dominated industry.

Yet another woman wrote about her journey as a stepmother, sharing tangible strategies she now teaches to blended families as a coach.

And another woman shared her story of how God equipped her with courage and perseverance as she navigated through some devastating family tragedies.

I also shared my story.

None of the women in our books are fashion models or award-winning writers. We're all amazing individuals who were created to be beautifully imperfect, strong, brave, and uniquely badass women.

We decided to share our stories so that we could light the way for others to see their own inner brilliance while at the same time delivering our unique messages to escalate our brands and grow our businesses.

We invite you to share your story too.



**For Mission-Driven Entrepreneurs Who Want a Streamlined Business
With High Revenue and EPIC Client Results.**
(They Want a Prospect Conversion Machine...that works!)

ARE YOU TIRED OF TRADING HOURS FOR DOLLARS?

Chasing down clients and spending your time and money
on strategies that just don't work?
(All the while, your bank account hovers way too close to the red?)

Would you like to say "YES" when asked to meet or speak to a new
audience... either off or online... because your message is clear
and you have an automated system in place to convert ideal prospects
into happy customers with a successful continuity program?

Are you ready to stop doing what doesn't work and
START DOING WHAT DOES?

YES?

I invite you to join me and an exclusive group of
mission-driven women who desire to enjoy
an EPICally rewarding and profitable business.



LEARN MORE @ <https://ChristieRuffino.com/Epic-Mastery>