



Transforming Beliefs

In order to get someone to buy from you, you need to transform their beliefs, give them hope , convince them that something else is possible and then deliver a solution to them in order to accomplish it.

TRANSFORMING BELIEFS

INTRODUCTION



Every great story involves a belief transformation. The hero moves from where they were in the beginning of the story to where they need to be by the end of the story. They become a better and more fulfilled person or more self-actualized. The best stories are the ones where a person has a complete metamorphosis in how they think about themselves, others, and the world around them.

So, in order to get someone to buy from you, you need to help them transform their beliefs before they will even begin. This is often the core issue they are wanting to address and the key reason they are seeking you out to begin with. You need to help them move from where they currently are into a new way of thinking. The way you do this is by telling them the stories that help them believe that they can be successful and transform with your products or service.

The following questions will help you craft the stories that will inspire your clients into transforming their beliefs. Speaking the right words will support them in reaching their goals, grow their confidence and help them to connect better with you. This is a powerful tool to transform your customers as well as your business.

TRANSFORMING BELIEFS

WORKSHEET



What beliefs stop your customers from buying your product or service?

This is the specific idea, false story, objection, pain or problem that is stopping them from finding a solution.

What new beliefs do your customers need to be ready to buy?

This should not be a false belief and should be positive. What is the one thing your perfect customer must believe to buy your product or service?

TRANSFORMING BELIEFS

WORKSHEET



What story can you share that relates to these old and new beliefs?

This could be a personal, customer, fictional or non-fictional story. There might even be multiple stories you can tell related to each belief.

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What hooks can you share that will pique the interest of your ideal customer to want to listen, watch or read this story?

Why should someone care about creating a new belief? There may be multiple hooks to use and can come in the form of a polarizing statement or thought-provoking questions.

TRANSFORMING BELIEFS

WORKSHEET

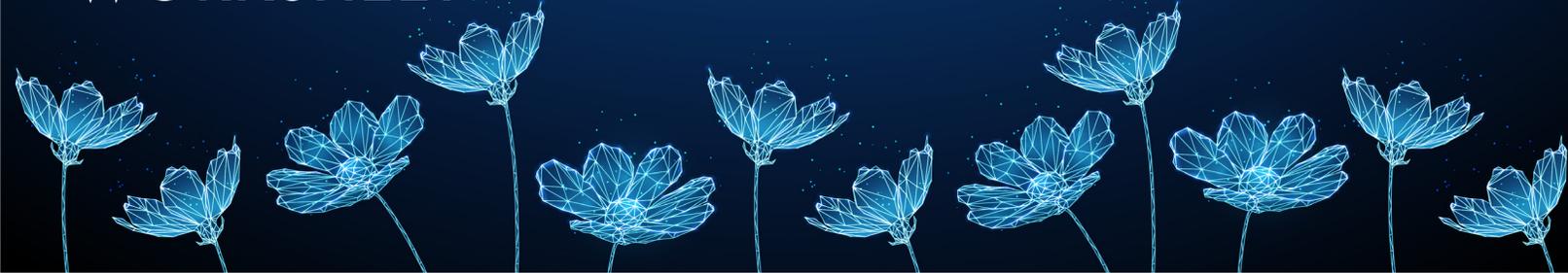


What do you offer that's the solution to the problem present in the belief?

Assign relevant offers to your story that include your products and services.

TRANSFORMING BELIEFS

WORKSHEET



The message you share in your content will be most effective when you aim to transform beliefs. You can use the planning chart below to create communication that will help your customers believe that your product is the solution to their problems. Invite them into your brand story as you create your marketing plan and content.

Current Belief	What false beliefs are keeping customers from buying products / services?	I'm not good enough to . . .
Current Belief	What must the customer believe to be ready to buy (internal, external, etc.)?	I do have what it takes to . . .
Current Belief	What personal or customer stories can be shared that are relevant to belief transformation	Story of discovering the solution . . .
Current Belief	What question or statement will attract attention to the story?	Do you feel like you're not . . .
Current Belief	What do you offer that's the solution to the problem in the belief ?	Product or Service

Change your beliefs
and you'll change your thoughts.
Change your thoughts
and you'll change your habits.
Change your habits
and your life opens to unlimited possibilities.

-GAIL LYNNE GOODWIN.

