



## Selling Your Story

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# Welcome!

# Our webinar will begin shortly.

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*[www.growwithgazelle.com/school](http://www.growwithgazelle.com/school)*



## Selling Your Story

Today's webinar is presented by:  
George Buss & Timothy Barnes



You deserve to have your best  
customers amplifying your story.



Your guide to building an amazing piano service business

Contact [support@gazelleapp.io](mailto:support@gazelleapp.io)



George  
Buss



Luke  
Ehresman



Timothy  
Barnes



Nathan  
Ehresman

**This is a multiyear journey.**

**This is a multiyear journey.**

At the end of this journey:

At the end of this journey:

**Have a clear vision.**



At the end of this journey:

Have a clear vision.

**Clear brand.**

At the end of this journey:

Have a clear vision.

Clear brand.

**Strong identity.**

At the end of this journey:

Have a clear vision.

Clear brand.

Strong identity.

**Effective storytelling tools.**

# At the end of this journey:

Have a clear vision.

Clear brand.

Strong identity.

Effective storytelling tools.

**Increased confidence.**

At the end of this journey:

Have a clear vision.

Clear brand.

Strong identity.

Effective storytelling tools.

Increased confidence.

**A business 'One Liner'**

At the end of this journey:

Have a clear vision.

Clear brand.

Strong identity.

Effective storytelling tools.

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A business 'One Liner'

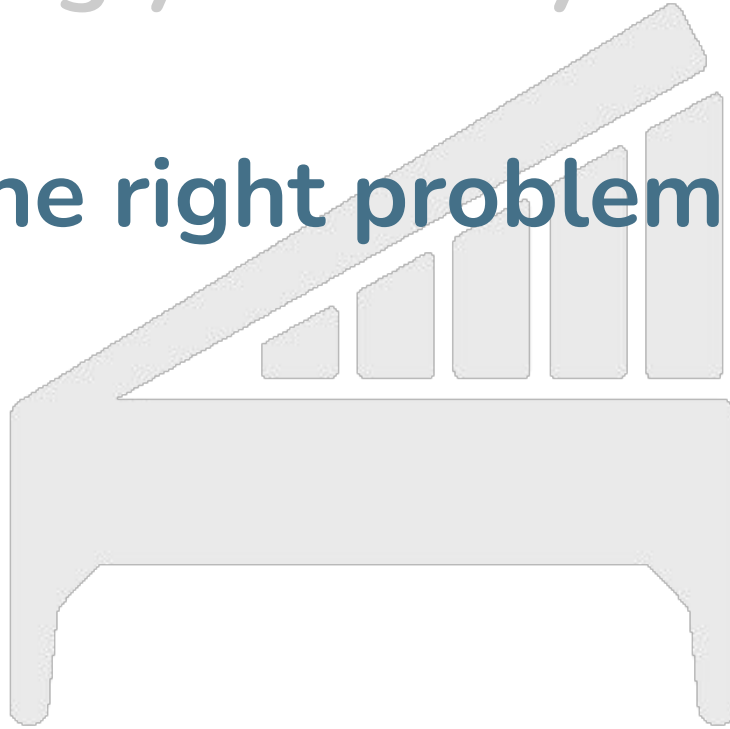
**'The right words to say'**

# Telling your story is easy!



Telling your story is easy!

**1. Find the right problem to solve.**





# Telling your story is easy!

1. Find the right problem to solve.
- 2. Use the right words.**



# Telling your story is easy!

1. Find the right problem to solve.
2. Find the right words.
- 3. Get better results.**





(step 1)

**Find the right  
problem to solve.**

**What problem is your  
business solving?**

Step 1: Solve the right problems.

**What problem is your  
business solving?**

Step 1: Solve the right problems.



How you tell the story of your business will reveal the problem your business is trying to solve.

Step 1: Solve the right problems.

# Possible Stories

Step 1: Solve the right problems.

# Possible Stories

**Your history as a piano tech.**

Step 1: Solve the right problems.



# Possible Stories

Your history as a piano tech.

**Your experience.**

Step 1: Solve the right problems.

# Possible Stories

Your history as a piano tech.

Your experience.

**Your skill as an aural tuner.**

Step 1: Solve the right problems.

# Possible Stories

Your history as a piano tech.

Your experience.

Your skill as an aural tuner.

**Your status as a second generation technician.**

Step 1: Solve the right problems.

# Possible Stories

Your history as a piano tech.

Your experience.

Your skill as an aural tuner.

Your status as a second generation technician.

**The kind of services you offer.**

Step 1: Solve the right problems.

# Possible Stories

Your history as a piano tech.

Your experience.

Your skill as an aural tuner.

Your status as a second generation technician.

The kind of services you offer.

**How hard you work.**

Step 1: Solve the right problems.

# Possible Stories

Your history as a piano tech.

Your experience.

Your skill as an aural tuner.

Your status as a second generation technician.

The kind of services you offer.

How hard you work.

**Your level of quality.**

Step 1: Solve the right problems.

# Possible Stories

Your history as a piano tech.

Your experience.

Your skill as an aural tuner.

Your status as a second generation technician.

The kind of services you offer.

How hard you work.

Your level of quality.

**Your price.**

Step 1: Solve the right problems.

# Possible Stories

Your history as a piano tech.

Your experience.

Your skill as an aural tuner.

Your status as a second generation technician.

The kind of services you offer.

How hard you work.

Your level of quality.

Your price.

**Your certifications.**

Step 1: Solve the right problems.



# Possible Stories

**Your** history as a piano tech.

**Your** experience.

**Your** skill as an aural tuner.

**Your** status as a second generation technician.

The kind of services **you** offer.

How hard **you** work.

**Your** level of quality.

**Your** price.

**Your** certifications.

Step 1: Solve the right problems.

# Possible Stories

**Your** history as a piano tech.

**Your** experience.

**Your** skill as an aural tuner.

**Your** status as a second generation technician.

The kind of services **you** offer.

How hard **you** work.

**Your** level of quality.

**Your** price.

**Your** certifications.

Step 1: Solve the right problems.



... tell a story about your  
customer and a real problem  
**THEY** have in **THEIR** life.

Step 1: Solve the right problems.



... tell a story about your  
customer and a real problem  
**THEY** have in **THEIR** life.

Step 1: Solve the right problems.

Start by stating  
the most important  
problem you solve  
**in your customer's life!**



Step 1: Solve the right problems.

# Examples



Step 1: Solve the right problems.

# Examples

“Do you know how families are struggling to find ways to spend time together these days? I gather families around the piano. I am the person who makes that piano more enjoyable to play so they can build memories having a good time around their piano.



Step 1: Solve the right problems.

# Examples

## Disconnected Families

“Do you know how families are struggling to find ways to spend time together these days? I gather families around the piano. I am the person who makes that piano more enjoyable to play so they can build memories having a good time around their piano.



Step 1: Solve the right problems.



# Examples

## Disconnected Families

“Do you know how families are struggling to find ways to spend time together these days? I **gather families around the piano**. I am the person who makes that piano more **enjoyable to play** so they can build memories having **a good time around their piano**.



Step 1: Solve the right problems.

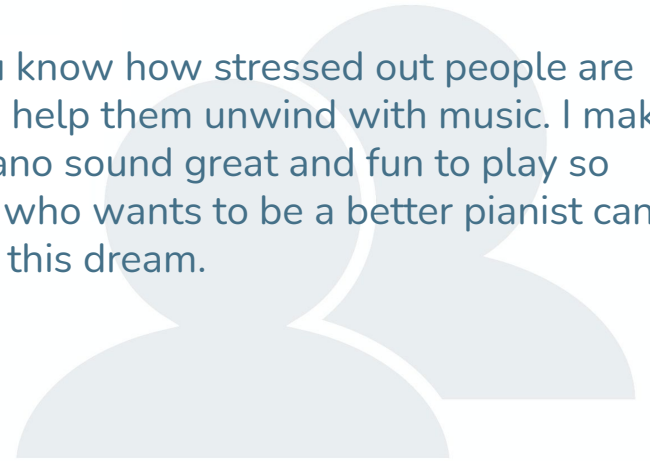
# Examples

## Disconnected Families

“Do you know how families are struggling to find ways to spend time together these days? I gather families around the piano. I am the person who makes that piano more enjoyable to play so they can build memories having a good time around their piano.”

## Stressed Out People

“Do you know how stressed out people are today? I help them unwind with music. I make their piano sound great and fun to play so anyone who wants to be a better pianist can achieve this dream.”



Step 1: Solve the right problems.

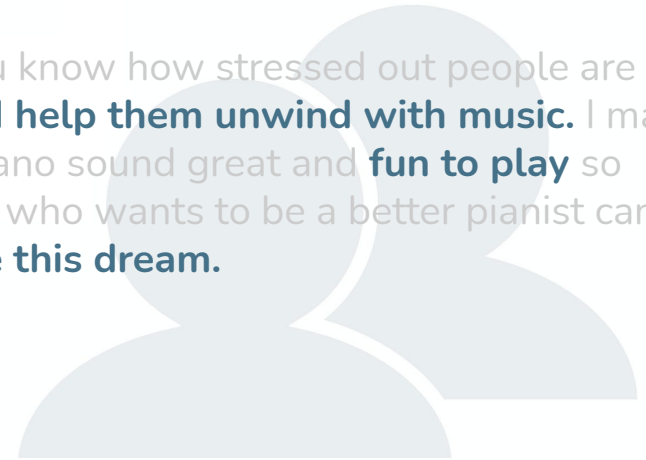
# Examples

## Disconnected Families

“Do you know how families are struggling to find ways to spend time together these days? I gather families around the piano. I am the person who makes that piano more enjoyable to play so they can build memories having a good time around their piano.

## Stressed Out People

“Do you know how stressed out people are today? **I help them unwind with music.** I make their piano sound great and **fun to play** so anyone who wants to be a better pianist can **achieve this dream.**



Step 1: Solve the right problems.

# Examples

## Disconnected Families

“Do you know how families are struggling to find ways to spend time together these days? I gather families around the piano. I am the person who makes that piano more enjoyable to play so they can build memories singing and...

## Stressed Out People

“Do you know how stressed out people are today? I help them unwind with music. I make their piano sound great and fun to play so anyone who wants to be a better pianist can achieve this dream.

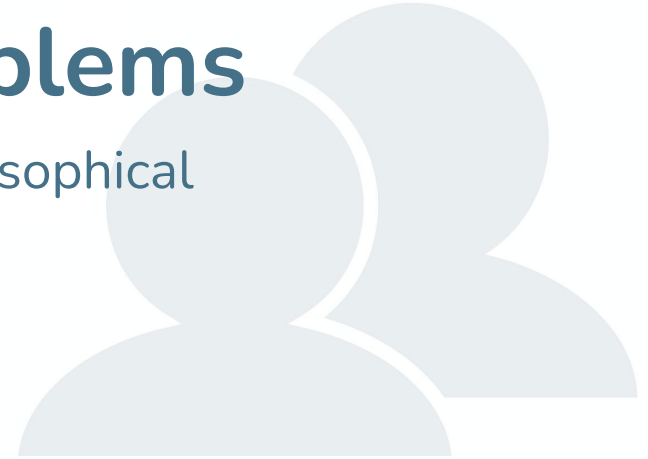


## What's the difference?

Step 1: Solve the right problems.

# 3 Types of Problems

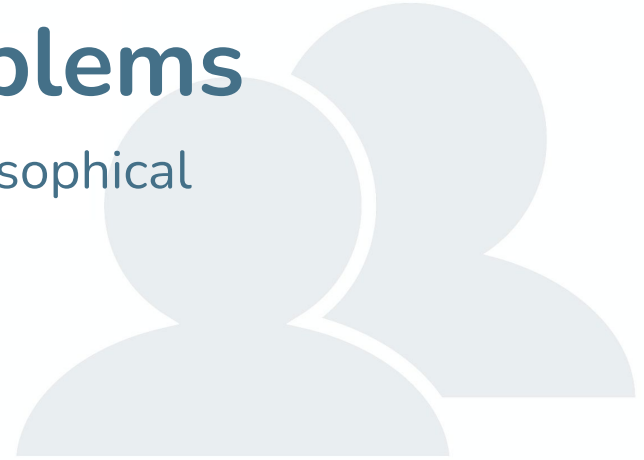
External - Internal - Philosophical



Step 2: Find the right words.

# 3 Types of Problems

External - Internal - Philosophical



Step 2: Find the right words.

# 3 Types of Problems

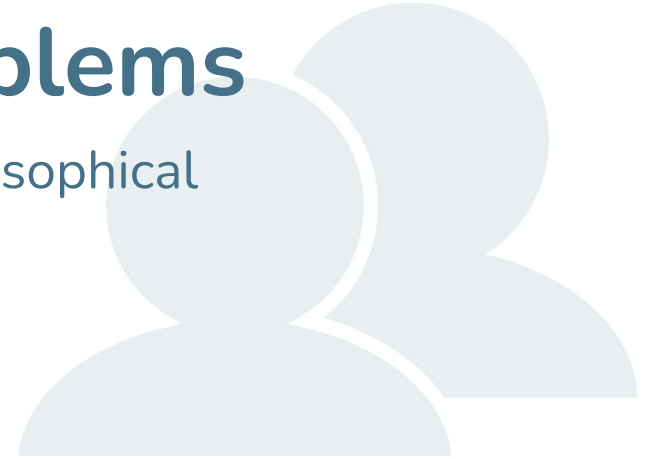
**External** - Internal - Philosophical



Step 2: Find the right words.

# 3 Types of Problems

External - **Internal** - Philosophical

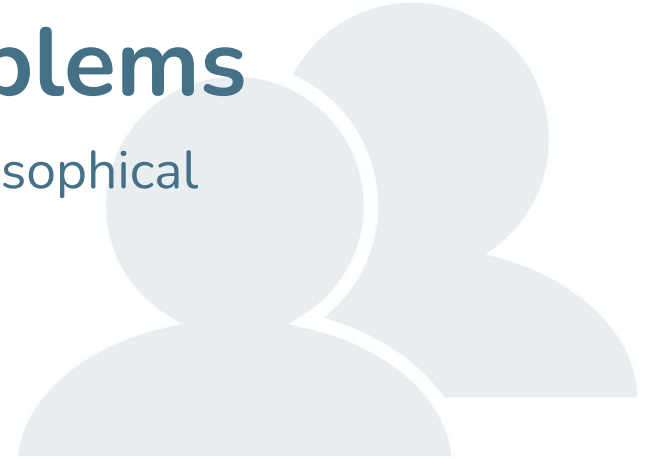


Step 2: Find the right words.



# 3 Types of Problems

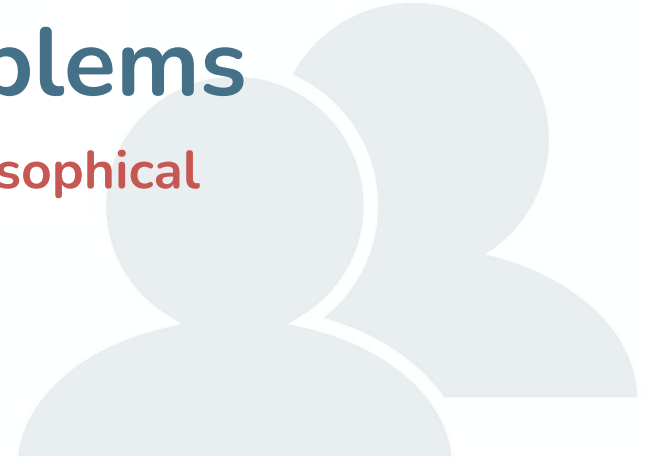
External - **Internal** - Philosophical



Step 2: Find the right words.

# 3 Types of Problems

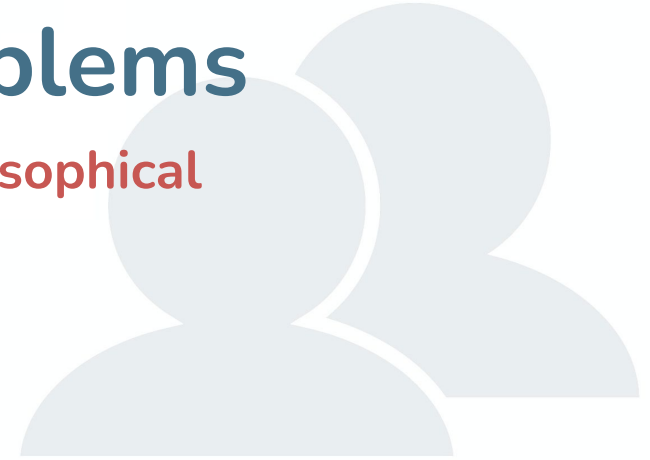
External - Internal - **Philosophical**



Step 2: Find the right words.

# 3 Types of Problems

External - Internal - **Philosophical**



Step 2: Find the right words.

# 3 Types of Problems

External - Internal - **Philosophical**



Step 2: Find the right words.

# 3 Types of Problems

External - Internal - **Philosophical**



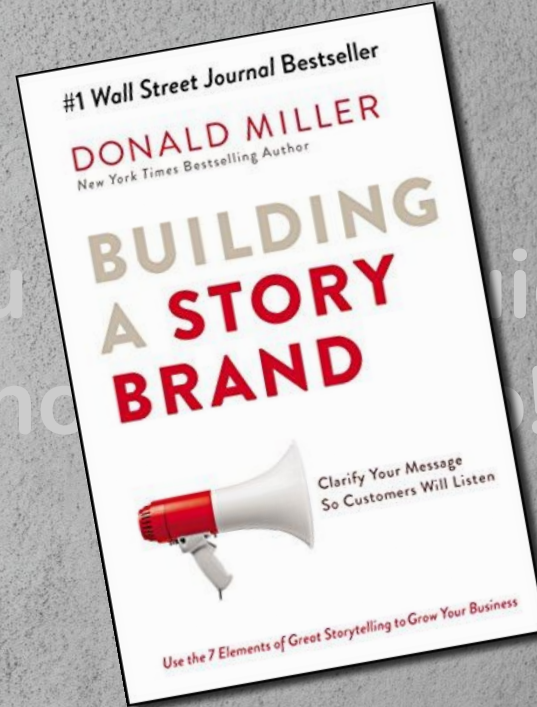
Step 2: Find the right words.



You are the guide,  
not the hero!

Step 1: Solve the right problems.





Step 1: Solve the right problems.





# Your Plan:

Step 1: Solve the right problems.





## Your Plan:

Step 1:  
**Have me service  
your piano.**

Step 1: Solve the right problems.





## Your Plan:

Step 2:  
**Enjoy it on a  
deeper level.**

Step 1: Solve the right problems.





## Your Plan:

Step 3:

**Gather your  
family and friends!**

Step 1: Solve the right problems.



Most business owners  
get stuck here trying to solve  
the wrong problem...

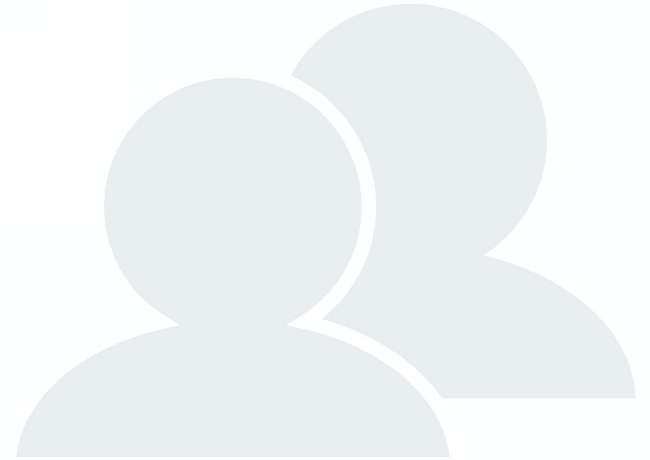
Step 1: Solve the right problems.



Most business owners  
get stuck here trying to solve  
the wrong problem...

Step 1: Solve the right problems.

# Tell a memorable story!



Step 1: Solve the right problems.

# Tell a memorable story!

“You know how any time someone wants to improve something they add music?


Well, behind every musician is a piano. I am the person who makes that piano more enjoyable to play so they can build memories having a good time around their piano.”

Step 1: Solve the right problems.

# Tell a memorable story!

“You know how any time someone wants to improve something they add music?

Well, behind every musician is a piano. I am the person who makes that piano more **enjoyable to play** so they can **build memories** having a good time **around their piano.”**



Step 1: Solve the right problems.





Most people have \_\_\_\_\_ problem  
in their life. I solve this \_\_\_\_\_ ,  
so they can have a better life.

Step 1: Solve the right problems.



Most people have \_\_\_\_\_ problem  
in their life. I solve this \_\_\_\_\_ ,  
so they can have a better life.

Step 1: Solve the right problems.



The right problem to solve isn't  
always **the one your  
customer sees.**

Step 1: Solve the right problems.



(step 2)

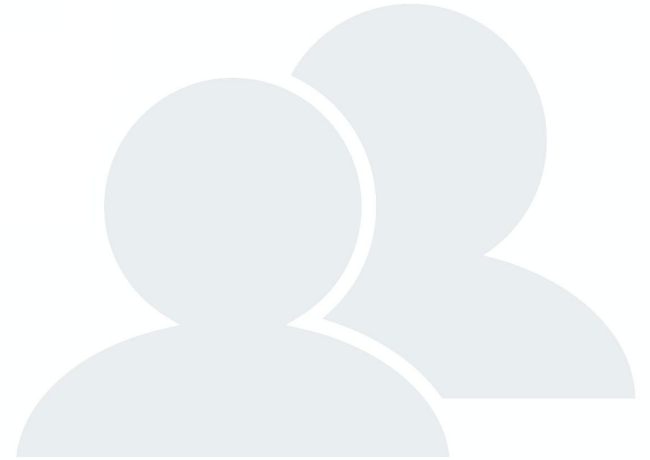
**Use the right words.**

# Every great story:



Step 2: Find the right words.

# Every great story: **Character.**

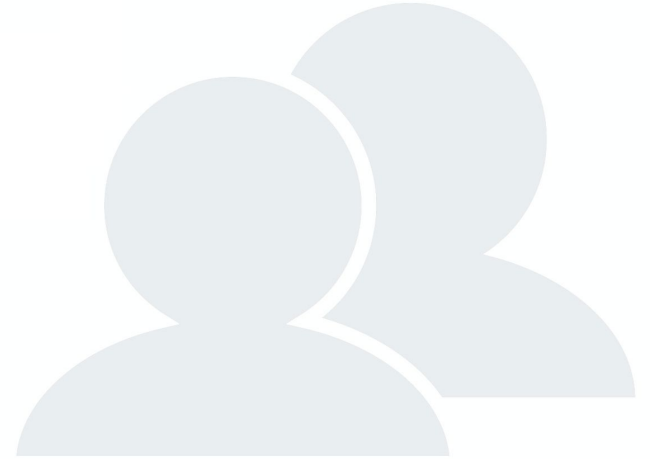


Step 2: Find the right words.

# Every great story:

Character.

**Problem.**



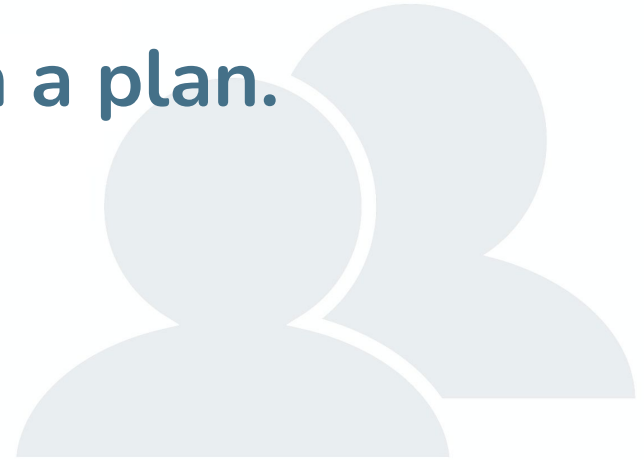
Step 2: Find the right words.

# Every great story:

Character.

Problem.

**Meets a guide with a plan.**



Step 2: Find the right words.



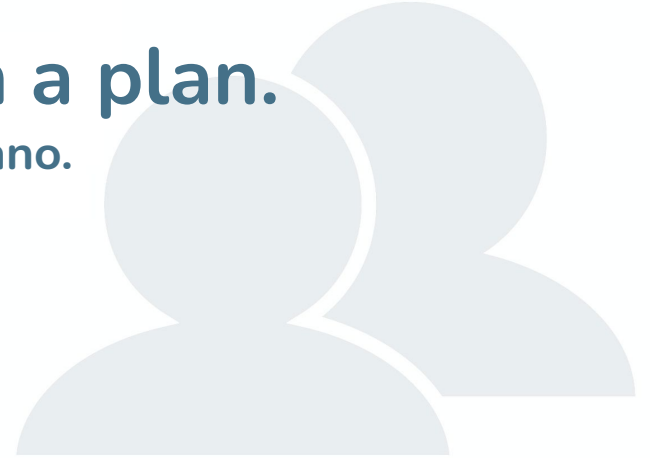
# Every great story:

Character.

Problem.

**Meets a guide with a plan.**

**1. Tune & service your piano.**



Step 2: Find the right words.

# Every great story:

Character.

Problem.

**Meets a guide with a plan.**

1. Tune & service your piano.
2. Make it easier to play.



Step 2: Find the right words.

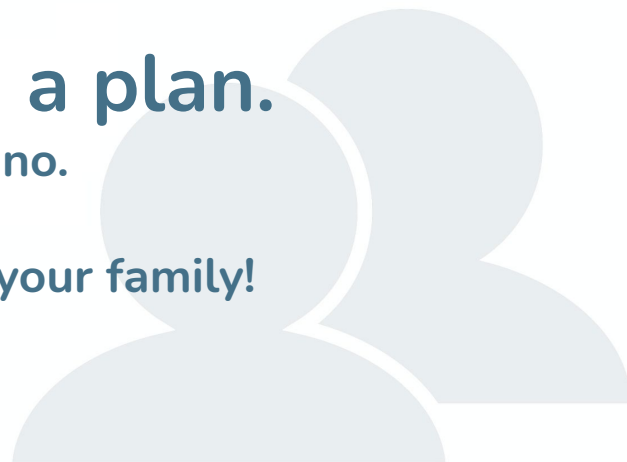
# Every great story:

Character.

Problem.

**Meets a guide with a plan.**

1. Tune & service your piano.
2. Make it easier to play.
3. Share your music with your family!



Step 2: Find the right words.

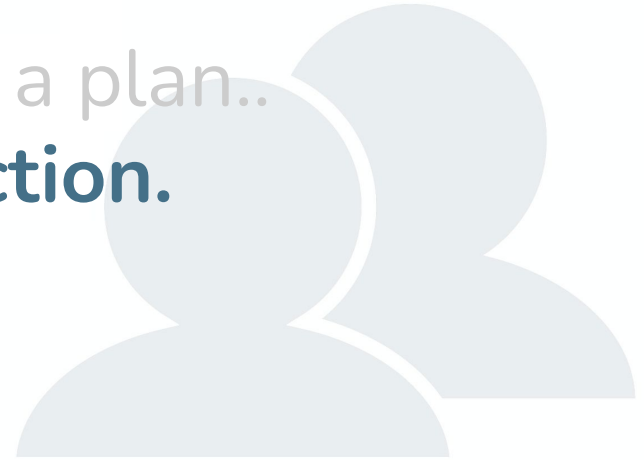
# Every great story:

Character.

Problem.

Meets a guide with a plan..

**Calls them to action.**



Step 2: Find the right words.

# Every great story:

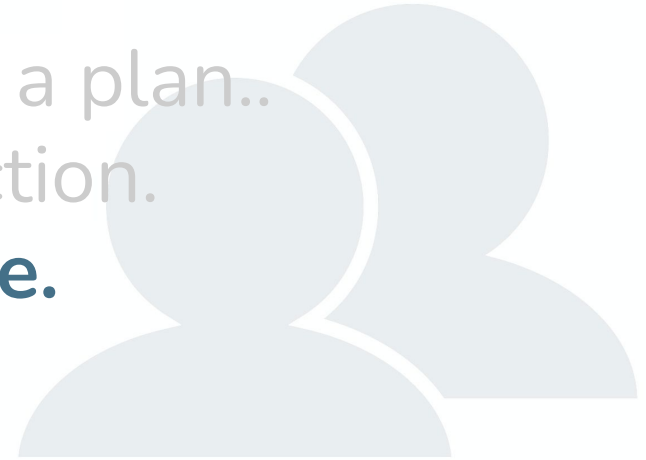
Character.

Problem.

Meets a guide with a plan..

Calls them to action.

**Risk of failure.**



Step 2: Find the right words.

# Every great story:

Character.

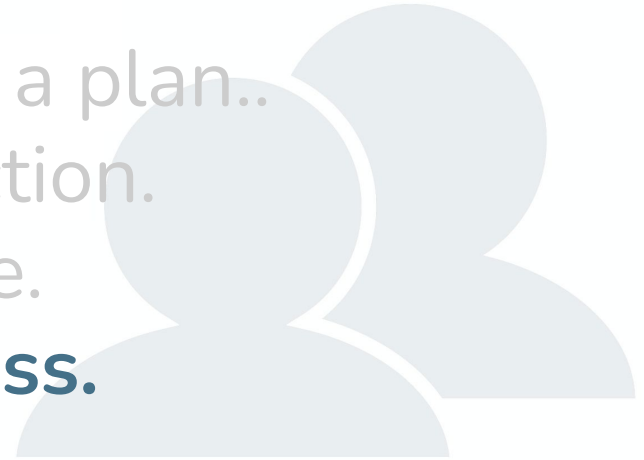
Problem.

Meets a guide with a plan..

Calls them to action.

Risk of failure.

**Hope of success.**



Step 2: Find the right words.

# Every great story:

Character.

Problem.

Meets a guide with a plan..

Calls them to action.

Risk of failure.

Hope of success.

**Promise of transformation.**

Step 2: Find the right words.

# Every great story:

Character.

Problem.

Meets a guide with a plan..

Calls them to action.

Risk of failure.

Hope of success.

Promise of transformation.

Step 2: Find the right words.



# Every great story:

**Character.**

**Problem.**

Meets a guide with a plan..

Calls them to action.

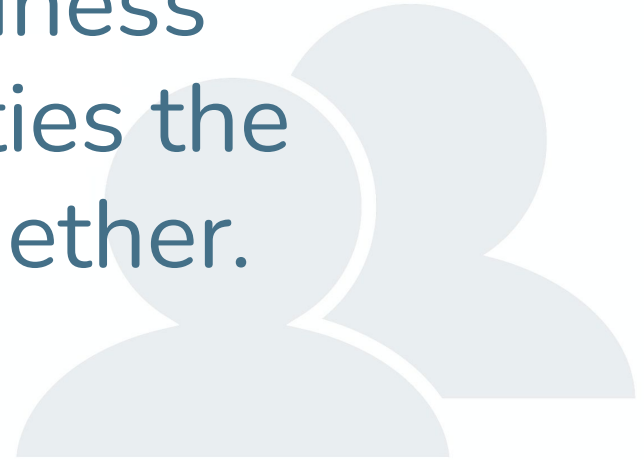
Risk of failure.

Hope of success.

Promise of transformation.

Step 2: Find the right words.

Develop a business  
**'One liner'** that ties the  
whole story together.



Step 2: Find the right words.

# Great 'One Liners'

**Character.**

**Problem.**

Meets a guide with a plan.

Calls them to action.

Risk of failure.

Hope of success.

**Promise of transformation.**

Step 2: Find the right words.



Step 2: Find the right words.

# Great 'One Liners'

## Character.

Problem.

Meets a guide with a plan.

Calls them to action.

Risk of failure.

Hope of success.

Promise of transformation.

“Do you know how **families** are struggling to find ways to spend time together these days? I gather families around the piano. I am the person who makes that piano more enjoyable to play and more accessible to people who don't know how to play. So you can build memories having a good time around your piano.

Step 2: Find the right words.

# Great 'One Liners'

Character.

**Problem.**

Meets a guide with a plan.

Calls them to action.

Risk of failure.

Hope of success.

Promise of transformation.

“Do you know how families **are struggling to find ways to spend time together** these days? I gather families around the piano. I am the person who makes that piano more enjoyable to play and more accessible to people who don't know how to play. So you can build memories having a good time around your piano.

Step 2: Find the right words.

# Great ‘One Liners’

Character.

Problem.

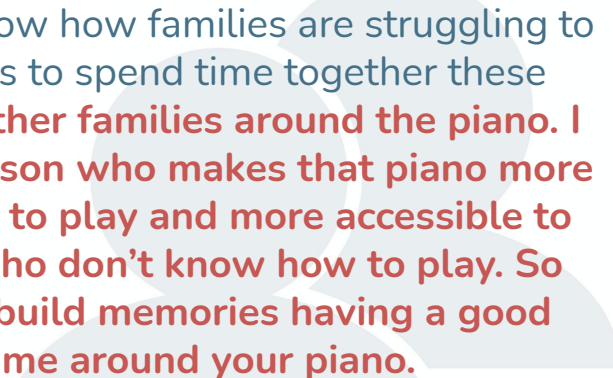
Meets a guide with a plan.

Calls them to action.

Risk of failure.

Hope of success.

**Promise of transformation.**



“Do you know how families are struggling to find ways to spend time together these days? **I gather families around the piano. I am the person who makes that piano more enjoyable to play and more accessible to people who don’t know how to play. So you can build memories having a good time around your piano.**”

Step 2: Find the right words.

# Great 'One Liners'

**Character.**

**Problem.**

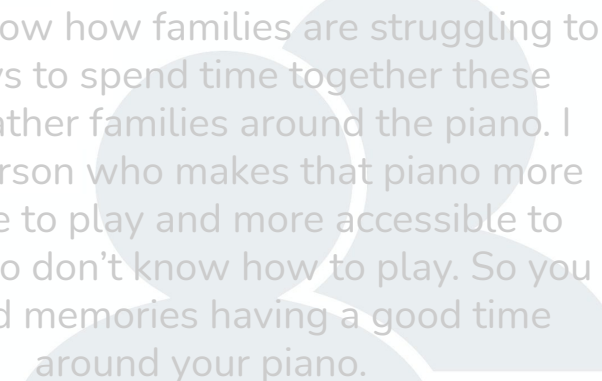
Meets a guide with a plan.

Calls them to action.

Risk of failure.

Hope of success.

**Promise of transformation.**

A faint, light blue illustration of three stylized human figures standing in a circle, facing each other. The figures are composed of simple shapes: a circle for the head and a semi-circle for the body. They are positioned behind the quote text.

“Do you know how families are struggling to find ways to spend time together these days? I gather families around the piano. I am the person who makes that piano more enjoyable to play and more accessible to people who don't know how to play. So you can build memories having a good time around your piano.”

Step 2: Find the right words.



# Great 'One Liners'

Character.

Problem.

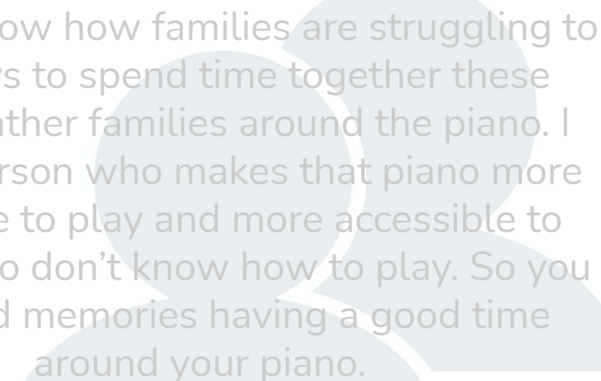
**Meets a guide with a plan.**

Calls them to action.

Risk of failure.

Hope of success.

Promise of transformation.



“Do you know how families are struggling to find ways to spend time together these days? I gather families around the piano. I am the person who makes that piano more enjoyable to play and more accessible to people who don't know how to play. So you can build memories having a good time around your piano.”

Step 2: Find the right words.

# Great 'One Liners'

**Character.**

**Problem.**

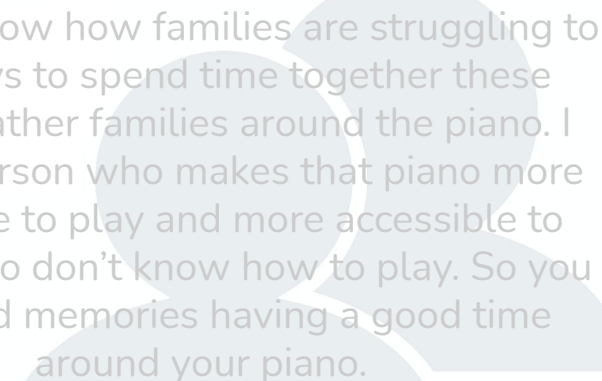
Meets a guide with a plan.

Calls them to action.

Risk of failure.

Hope of success.

**Promise of transformation.**



“Do you know how families are struggling to find ways to spend time together these days? I gather families around the piano. I am the person who makes that piano more enjoyable to play and more accessible to people who don't know how to play. So you can build memories having a good time around your piano.”

Step 2: Find the right words.

# Every great story:

Character.

Problem.

Meets a guide with a plan..

Calls them to action.

Risk of failure.

Hope of success.

Promise of transformation.

Step 2: Find the right words.

# Every great story:

Character.

Problem.

Meets a guide with a plan..

Calls them to action.

Risk of failure.

Hope of success.

Promise of transformation.

Step 2: Find the right words.

# Develop a word bank:



Step 2: Find the right words.

# Develop a word bank:

## Core Brand Words

Gather  
Your Family  
Enjoy  
Having A Good Time  
Around Your Piano  
Time Together



Step 2: Find the right words.

# Develop a word bank:

## Core Brand Words

Gather  
Your Family  
Enjoy  
Having A Good Time  
Around Your Piano  
Time Together



## Secondary Words

Surround  
Loved Ones  
Relax, Unwind  
Musical Aspiration  
Being Present  
Memories

Step 2: Find the right words.



(step 3)

**Get better results!**





Most customers don't understand  
when you talk about their piano.

Step 3: Get better results!

# Update your website!



Visit [DemoPianoService.com](https://DemoPianoService.com)  
to see this full website.

Step 3: Get better results!

**A great story helps  
you grow.**

Step 3: Get better results!



**A great story helps  
your best customers  
tell your story.**

Step 3: Get better results!



**Turn non-customers  
into raving fans!**

Step 3: Get better results!

A great story  
gives clarity!



Step 3: Get better results!

**A great story  
helps you focus  
business decisions.**



Step 3: Get better results!



Telling a self-focused  
forgettable story about your  
business will result in failure.

Step 3: Get better results!



**Be ready for every  
conversation.**



Step 3: Get better results!

Write your  
one liner  
today!



Step 3: Get better results!

Grow your business.  
Build your brand.



Step 3: Get better results!

# Gazelle School of Business Webinars

*\* Recording available.*

- Pricing Piano Services \*
- Retiring & Selling \*
- Simplifying Your Service Model \*
- Running a Profitable Piano Service Business \*
- Tripling Your Revenue \*
- Hiring Your First Office Assistant \*
- Creating Estimates That Sell \*
- Landing The 5 Star Review \*
- Selling Your Story \*
- Building a Powerful & Simple Website - Registration Open!
- Finding & Retaining New Customers
- Hiring Your First Technician

save your time  
wow your customers  
play more music

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<https://growwithgazelle.com/school>