



Selling Your Story

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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



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:

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A business ‘One Liner’

At the end of this journey:

Have a clear vision.

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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!

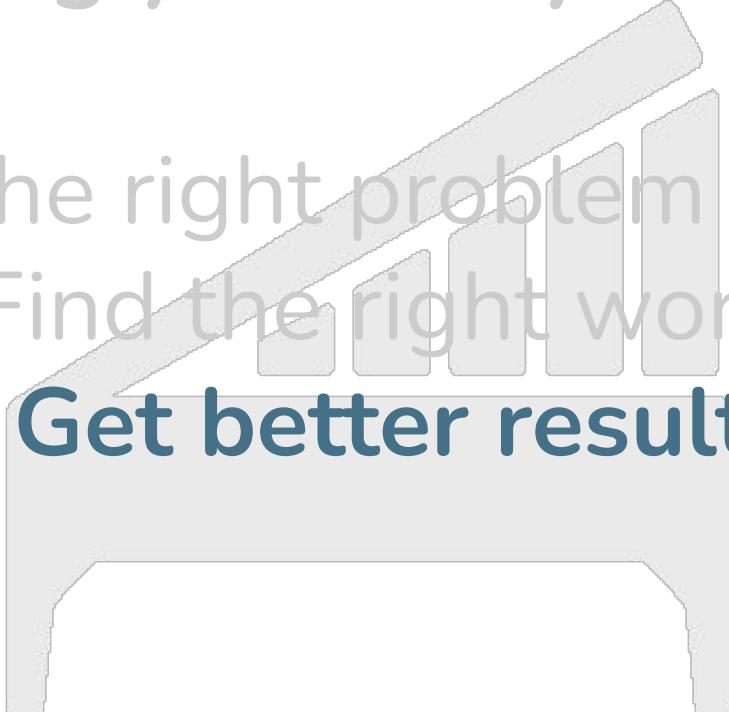
1. Find the right problem to solve.



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.

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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.

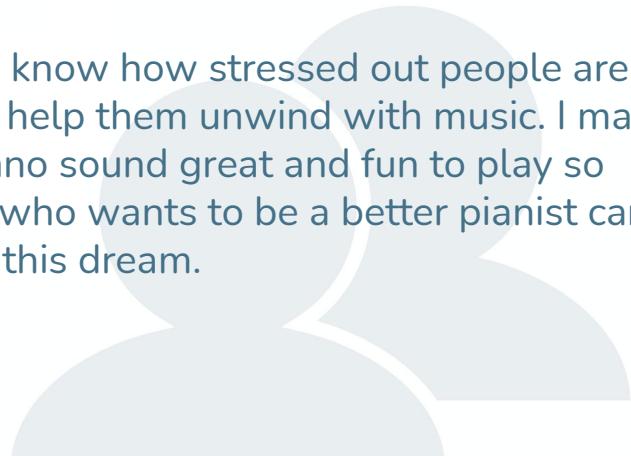
Examples

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**

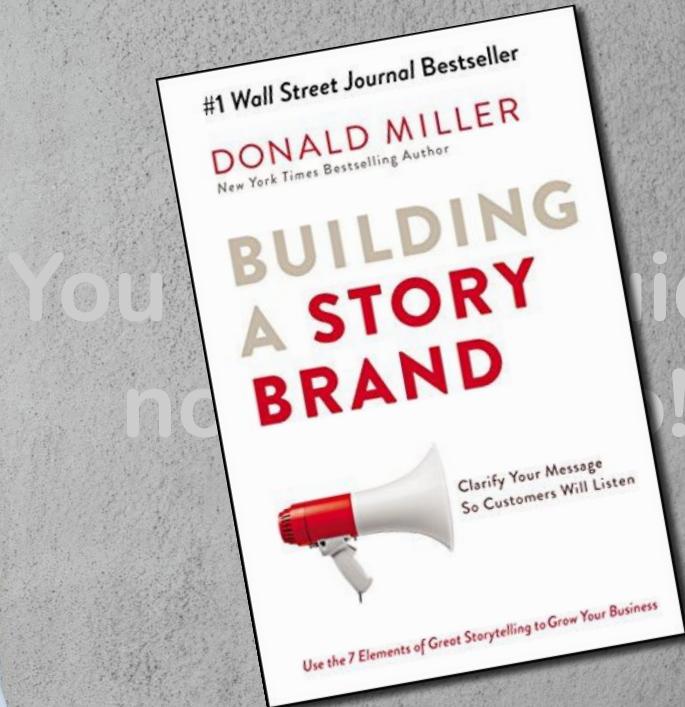


Step 2: Find the right words.



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.”

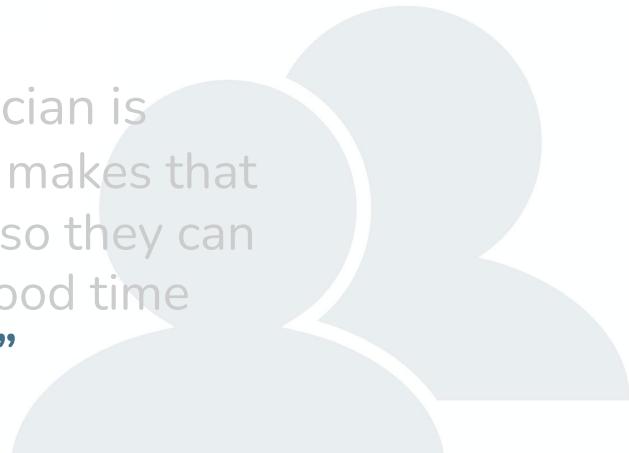


Step 1: Solve the right problems.

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.

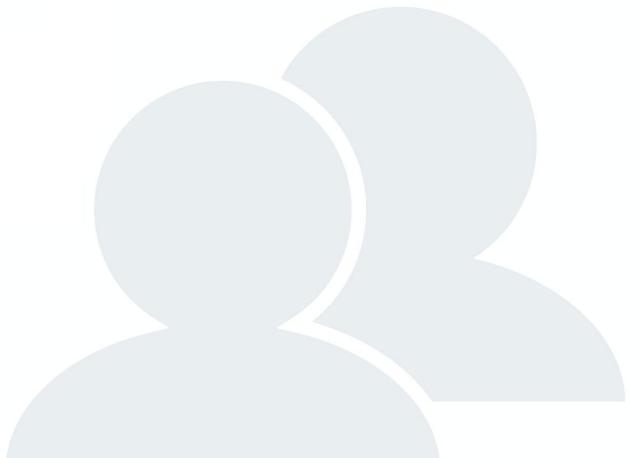
Step 1: Solve the right problems.



(step 2)

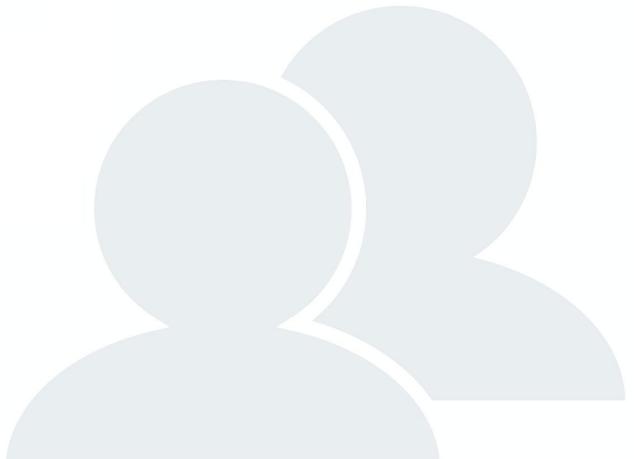
Use the right words.

Every great story:



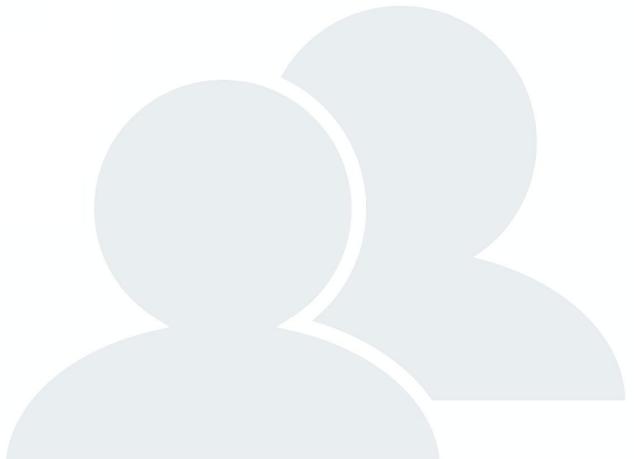
Step 2: Find the right words.

Every great story: **Character.**



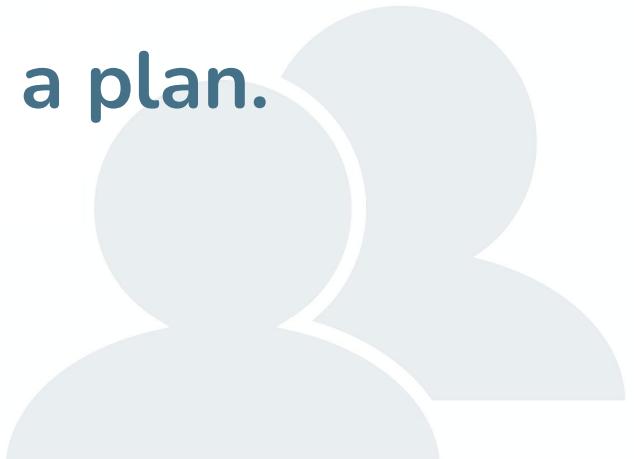
Step 2. Find the right words.

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.

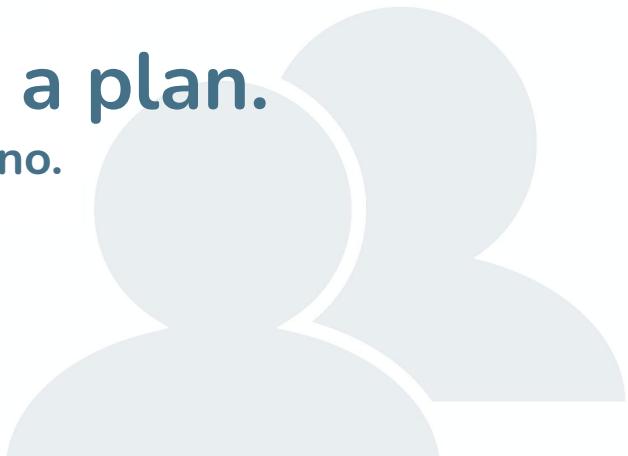
Every great story:

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.

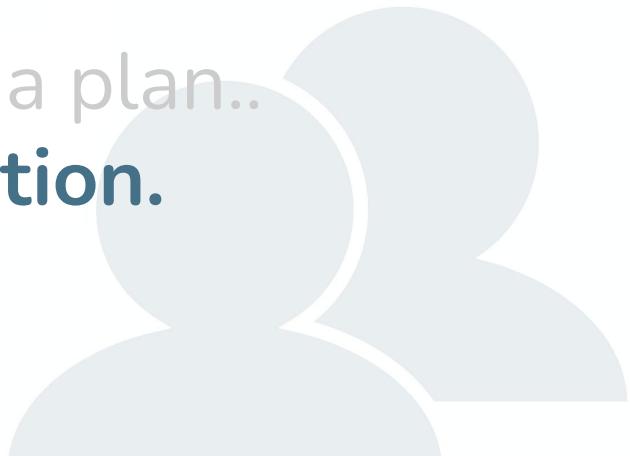
Every great story:

Character.

Problem.

Meets a guide with a plan..

Calls them to action.



Step 2: Find the right words.

Every great story:

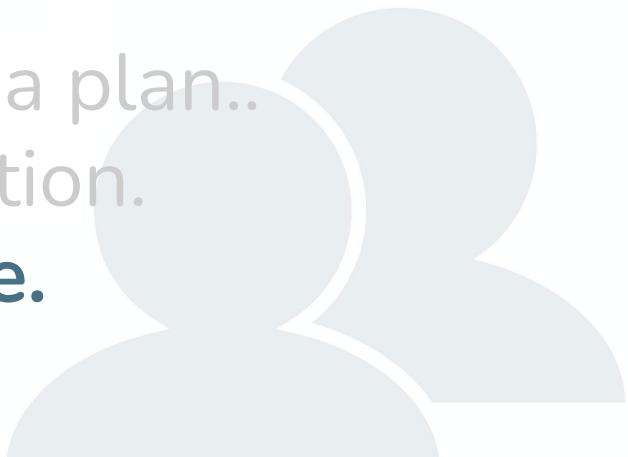
Character.

Problem.

Meets a guide with a plan..

Calls them to action.

Risk of failure.



Step 2: Find the right words.

Every great story:

Character.

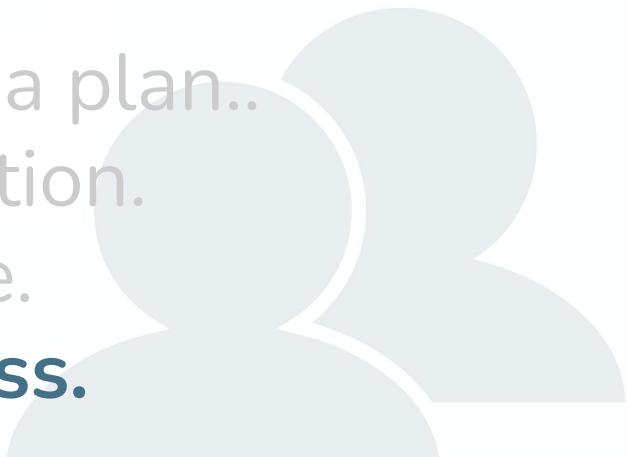
Problem.

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.

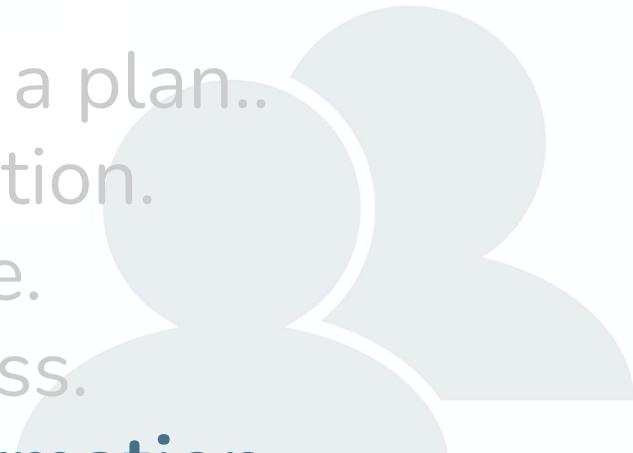
Meets a guide with a plan..

Calls them to action.

Risk of failure.

Hope of success.

Promise of transformation.



Step 2: Find the right words.

Every great story:

Character.

Problem.

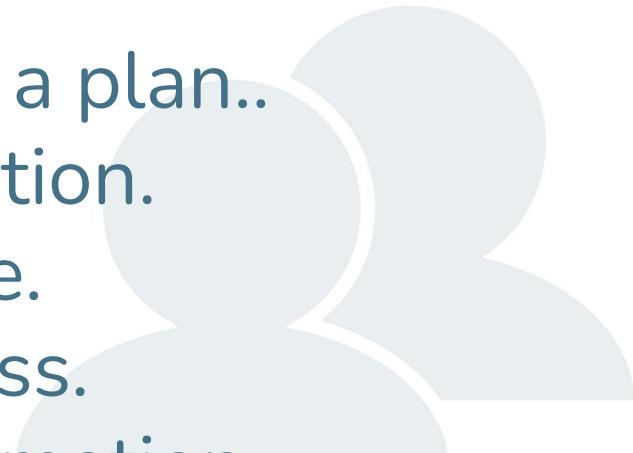
Meets a guide with a plan..

Calls them to action.

Risk of failure.

Hope of success.

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Step 2: Find the right words.

Every great story:

Character.
Problem.

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Calls them to action.

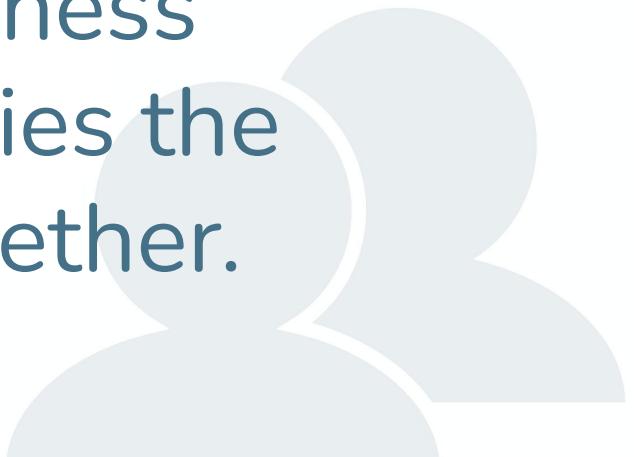
Risk of failure.

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.

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Great ‘One Liners’

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Risk of failure.
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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.

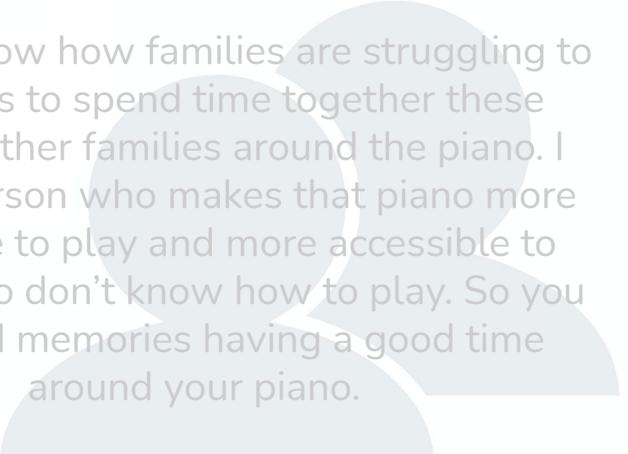
Promise of transformation.

“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’

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Risk of failure.
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Great ‘One Liners’

Character. Problem.

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Hope of success.

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Step 2: Find the right words.

Every great story:

Character.

Problem.

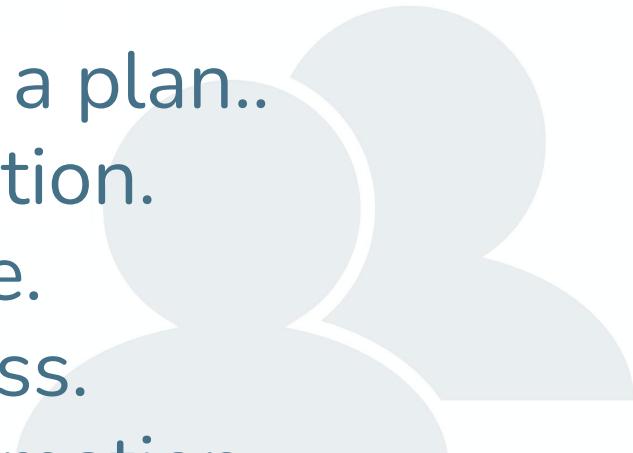
Meets a guide with a plan..

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Risk of failure.

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Step 2: Find the right words.

Every great story:

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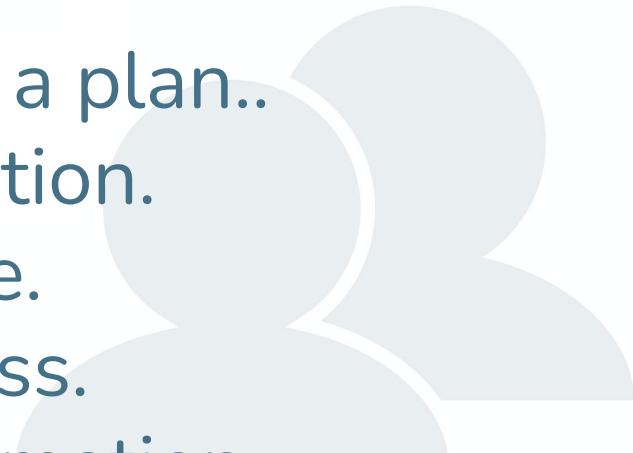
Meets a guide with a plan..

Calls them to action.

Risk of failure.

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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
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.

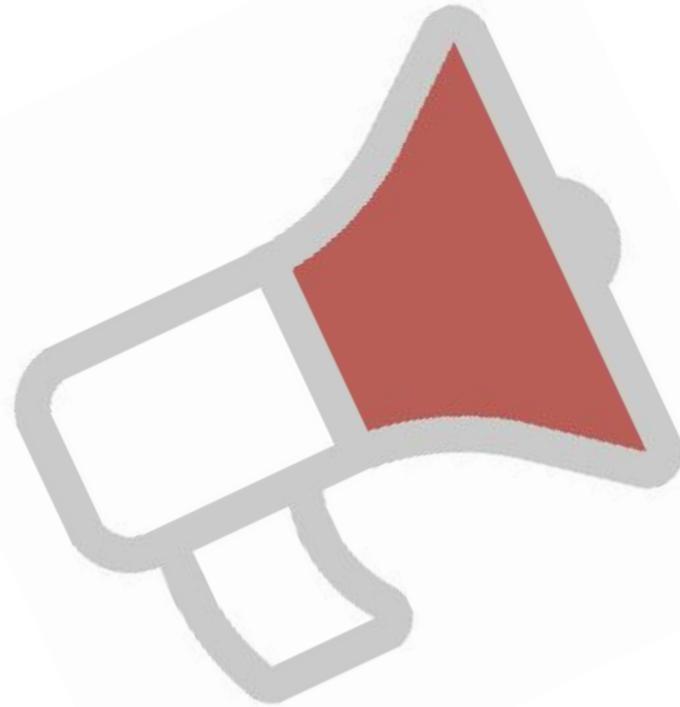
Step 3: Get better results!



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



<https://growwithgazelle.com/school>