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Jaime Masters: Welcome to *Eventual Millionaire*, I'm Jamie Masters, and today on the show we have John Livesay. You can check him [johnlivesay.com](http://johnlivesay.com). He also has an amazing new book called *Better Selling Through Story Telling*, and he is the pitch whisperer. He's helped me. Thank you so much for coming on the show today, I appreciate it.

John Livesay: Thanks, Jamie I'm glad to be with you, and your listeners.

Jaime: I love the concept for the book, right. Because, I used think sales was skeezy beforehand –

John: mm-hmm

Jaime: – and I realized, especially used car salesman, it's because they're trying to sell you something you don't like, but telling stories feels natural, so give me some of the premise of the book.

John: Well, the base premise is the old way of selling, as you were mentioning, is to push a bunch of information out, push, push, push, and that just doesn't work anymore. The new way of selling is to pull people in with good stories, and the secret to this Jamie is, some people see themselves in the story. That's the kind of journey they want to go on, and instead of having to push a bunch of information out you pull people in, you become magnetic and that's the new way to get people to want to hire you or by what you're selling.

Jaime: Which I adore. I feel like I'm pretty good at telling stories, but how can we get better at telling stories to sell, right? Is there a special type of story? Because, I don't want to be like, so the other day my sister was telling me – right.

John: Yes, it's very important that you tell a couple of different stories. One is the story of origin, because people have to trust you. First, it's a gut thing, then they have to like you, which is a heart thing and then in their head their thinking to themselves, will this work for me. So, that's where the storytelling really takes over. As if you're painting a picture of another person you help that was just like me, and I can see myself in that story, then I want to go on that journey with you.

So, story of origin – there's three steps to selling; it's you have to sell yourself first. Then, you sell your company and what your company stands for, and then you sell the product or service. Most

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people make the mistake of selling a product or service without the other two first. So, each one of those different levels requires a different story. So, you sell yourself by telling your own story of origin. Here's how I became so passionate about helping business owners in your particular case

Jaime: That's a really cool distinction that I haven't really heard before. Because, normally it's like, this is our "origin story," but it's usually about the company, or the existence. Even though, when I go on podcasts, I talk about me – I went to college here, right? I have a degree in this –

John: Mm-hmm

Jaime: – and that connects people a lot better. Does it have to go in order, like that? So, self-first, for sure, and then company – can you walk me through, are they separate stories for each one?

John: Yes, typically. Even if it's your own company, and not working for big company.

Jaime: Yeah.

John: If you're an entrepreneur, and have your own business you want to tell that story of origin; I was struggling with this problem, and I realize there's gotta be a better way. So, I created this company and my company stands for integrity and kindness – this is our ideal client that we like to work with. Then, you get into what the story is of someone you helped, but you tell your own story first of; I first started my business because I was passionate about this, and I wanted to solve this problem for myself.

The, n I realize there's a lot of other people like me that had the same challenge and then you go on from there. Because, remember there's a whole level of; people have to trust you and like you and know you before their gonna buy from you. What stories are so great at doing is, making it emotional connection. When you tell a story that pulls people in, and they have some emotional drama to it, we can go into what makes a good story, if you'd like, then people really resonate with it.

It makes you memorable, and it also gets you out of the price commodity mindset. Because, if you're pitching and they're looking at you versus two other alternative solutions. Then, it's all

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about always the best price. But, if you separated yourself a good story, they're gonna remember you better, and they're gonna want to pay that price because you told the story that makes him feel like I got a have that.

Jaime: See, I love the addition to those, though. Because, I know, like, and trust thing is really important. I just wanted people to like just me, right, and trust me. So, I get that piece, but the whole company and the product and showing before and after's, and stuff is huge. So yes, I want to know what makes a good story. But before that, when do we use the stories?

John: I find you're using the stories throughout the whole sales process. The basic sales process is rapport building, needs analysis, presenting overcoming objections, and closing –

Jaime: Mm-hmm.

John: – and the story – if you put stories into each of those stages, instead of waiting till the end, or waiting for the presentation – the rapport building is the story of origin.

Jaime: Great.

John: Then you tell a story of; I love to work with my clients, let me tell you the story of someone I asked a few questions for, and we uncovered some un-hidden needs. If we tell the story, imagine if we waved a magic wand over your business a year from now, what would it look like, that storytelling. Then, the case studies, which can be so dry and boring, we've worked with this company, here's a before-and-after picture of what we did for them of redesigning their office, or something.

But, if you tell a story of how hard it was to remodel an airport. For example, one of my architecture clients, I help them with this. And, you have little to drama in there, and then people say, "Oh, you really –" that's what we want. We want people that can handle any unexpected problems that might come up. Then of course, the closing – once you tell a story and people see themselves in that story, the closing question becomes, does that tell like the kind of journey you'd like to go on. So again, it's storytelling.

Jaime: That's smooth. Oh yeah, that's really smooth. I really like that. So, it's not like you're trying to frontload, "Hey, you know, like, and trust me hearing my stories, and my origin, right?"

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- John: Right, yes.
- Jaime: You're actually weaving them into all the separate pieces.
- John: I want to make a flip a little bit, because that know, like and trust, which is the standard thing that so many people have. I'm a big believer that that order is reversed.
- Jaime: Ooo.
- John: So, the big take away for people is, if you know me and I can tell you everything you know there is about my product idea, and I give you a bunch of information; then you'll like me and then you'll trust me. The order's completely wrong. We need to start at the bottom of our gut, the trust has to happen first. Handshake was to show you didn't have a weapon in your hand,
- Jaime: Right, yes.
- John: So, social proof, the trust, eye contact, credibility, referrals. That's where the trust starts, and then it goes from the gut to the heart. Do I like you? Then, and only then am I willing to listen to what you have to say, where I can say do I see myself in the story that could work for me. Because, if you tell a story of somebody else, and they can't see themselves in the story, there still not gonna buy. So, let's get people to say they have to trust, like and know you. Get that order, which is the flipside – the old way is know me first, and then you'll like me, and then you'll trust me. Start from the other opposite way.
- Jaime: I have not heard that before either. I really like that, especially maybe trust, like and know didn't sound as sexy as know, like and trust. I don't know, it's just stuck in my head.
- John: Well, gut, heart and [inaudible] [00:07:12]. Gut, heart and head will stick in your head.
- Jaime: I love this. So then, what does make a really good story. Because, it's one thing, like you said, to just talk about airport remodeling, and it's a total another thing to make actually interesting to listen to.
- John: Yes, so a good story has four elements to it. The first one is exposition. Where you paint the picture of who, what, where,
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when. Then, there's a problem to solve, and usually some kind of obstacle, and a solution; and the secret sauce is the fourth level of resolution. What is life like after this problem has been solved?

And remember that the person in the story the hero is your client not you. You're Yoda in *Star Wars*; you're the Sherpa helping your client climb Mount Everest, and that what makes people love a good story. So, the story is not you as the hero.

Jaime: Yeah, we have a tendency to say, "I, I, I," even during sales conversations; and I've heard asking questions makes difference and puts it on them, and the sales process? But, I love this idea of the setting the picture. How do we break that down? Give us a way to have one idea, one story to start and finish.

John: Yes, the story I talk about is, helping people with their confidence. Because, everybody gets nervous when you have to pitch to get hired, pitch to get a new client; whatever it is. I have people stack their moments of certainty when they work with me. They write down two or three times where they knew they nailed it, and have that in their head as opposed to the negative self-talk.

One of my clients, Martin told me, "You know that really helped me, because I remember that I was born in South America," he said. "But, I grew up in the Netherlands. When I turned 18, my parents took me back to South America and dropped me off naked in the Amazon jungle to survive for two weeks, because in my culture, that's a rite of passage into manhood." I said, "Martin that story gave me goosebumps. Let's work on that." I said, "What did you learn in the jungle?" He goes, "Well, I learned how to focus and pivot, and persevere."

I said, "Great, were gonna take those lessons from the Amazon jungle to the concrete jungle of being an entrepreneur," and when he had that pitch practiced, he got his startup funded, because the investors said, "We're gonna put our money in the guy that survived the Amazon jungle. He'll figure out everything else." So, that –

Jaime: Right, make it an Amazon jungle. Eh, you can totally figure this piece out, yeah.

John: So, if we go back to the structure of a good story you can see now Jamie, where all that is. The exposition he's 18 years old; and I said, "Martin, if you don't say that that's a rite of passage in your

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culture sound like child abuse.”

Jaime: It’s crazy, yeah.

John: So, you need to paint that picture. The problem was, clearly his naked there for two weeks. The solution is he learns those life lessons. Persevere and focus, and then the resolution is he gets his startup funded by telling that story. And so now, you see why that story works so well.

Jaime: Okay, so who is his avatar, then? Because, I know they want to see themselves in that picture. So, we’re trying to build the stories based on what journey that they want to go through, right? So, do you pick your avatar first?

John: Well, in this particular case, Martin was selling himself to the investors.

Jaime: That makes sense.

John: So, that's an example of selling yourself via story of yourself.

Jaime: Like, origin-ish. Okay.

John: Yes, exactly because instead of just getting up and going, “I’m somebody who’s very perseverant, and doesn’t give up; you tell that story, it’s much more memorable –

Jaime: Yeah, I don’t know, or trust you at this moment. Because, who says? Yeah, that makes perfect sense.

John: Right.

Jaime: Everybody’s told testimonials are amazing; case studies are so good, right? So, people will know that, logically right now, and they probably even have some.

John: Yeah.

Jaime: How do we take one of those, and massage it into an actually interesting thing using these four pieces?

John: Yes, so I’ll go back to the example of when I worked with an architecture firm that was one of two other firms. So, there are a total of three of them. They were each pitching for one hour back

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to back to back. The airport, decision-makers said we're gonna hire people we like the most – because, it's a five-year project – and not who has the best designs. So, that's when they really pulled me and they said we need John in here.

Jaime: They're like, "No pressure." Someone has to like me like this. Awesome, great.

John: Yeah, we need empathy skills, confidence skills and all that stuff. So, when it came to the case study, they had pictures of the floor – here's an airport before remodeling, here's an airport after – there was nothing – it obviously looked better, but everyone was doing that. So, I said, "Let's start with the story of three years ago. Paint that picture, right? This is what we did for JFK, for JetBlue, and one of the goals was not to interrupt the revenue coming into those retail stores during the remodel.

So, the middle of the night, we had to rip up all the floors and recable everything. At two in the morning there was a problem, but we had all of our vendors on standby that we could call and come immediately to solve that problem. And right before the stores opened at 7 AM, the last tile went down at 6:59, and not a penny was lost.

Jaime: I got goosebumps from that silly airport story.

John: Yes.

Jaime: I mean, not silly, but you know what I mean. Wow! Wow.

John: Yes, so that is how you take boring old case study, and tell a story that makes people want to hire you.

Jaime: I love this. How do we get better at telling this? You're a really good storyteller, so of course, I got goosebumps, right? That's what you do. For somebody that doesn't feel like they're great and they're just putting the chunks that you say –

John: Mm-hmm

Jaime: – in a certain way, and of course, they'll get your book and they'll get all the details on how to do it – but when we look at that, how do they get better and more well practiced at knowing what actually gives goosebumps, and what doesn't when they keep testing it.

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- John: Mm-hmm. That's it, you said it right there. Test it; practice it. The key to success, Arthur Ashe, the famous tennis pro said is, "Confidence; and the key confidence is preparation." So, before you go into prepare and pitch for this big multimillion-dollar deal. Practice your stories, test it out, see if you lose people in a particular place. See if they understand, see if it gives people goosebumps, and that all is by creating that drama and painting the picture, those details.
- Jaime: I remember we were talking about the pitching and stuff, because you're helping me with that. I remember going – when I first started *Eventual Millionaire*, I kept saying, "I'm a business coach – I'm a blah, blah, blah –" and people's eyes just glazed over, right?
- John: Mm-hmm
- Jaime: Then, I'd say, "I interview millionaires." Then, stop dead and people would go, "Wait, what?"
- John: Mm-hmm.
- Jaime: Right? But, it took a ton of testing of boring faces for a really long time, just for one little hook. So, how long does it to test? I know we worked on our stuff, and I had it up here, because I haven't tested that much and I can't remember it, right?
- John: Mm-hmm.
- Jaime: So, how do we remember, and keep testing it and how long does it take to actually know if it's good?
- John: I would say you can test it within five to 10 people. And elevator pitch in particular, and the eyebrows go up and they get intrigued enough, and the secret sauce is, "Oh, that's interesting Jamie. Tell me more," you know you've got something.
- Jaime: I love that. So, it doesn't seem like it's forever. Because that's the other thing, I feel like, we refined and refined and refined, because it's still not "good enough" no matter what, right? It's always feeling like you should –
- John: It's a work in progress, right. But, you want to intrigue somebody with something like you should. If someone says to me what you do John? I say, "Well, you know how everybody needs a good
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elevator pitch, and few people have one? I'm known as the pitch whisperer, and I help people go from invisible to irresistible, and when that happens, their business takes off." That's short and sweet, but it's got enough in there that people say, "Wait a minute, what's a pitch whisperer? I know what a horse whisperer is." Or they'll say, "Oh, how can you get me to go from invisible to irresistible?" So, there's enough in there that intrigues people to say tell me more about that, and then I have a whole set of answers ready to go if they ask about what's a pitch whisperer, or how do I get to be invisible – irresistible.

Jaime: Because, they will pick up the piece that they actually think it interesting and then you can just elaborate on that, instead of having tell them one thing.

John: Yes. So, an elevator pitch is not an invitation for a 10 minute monologue –

Jaime: We need to tell everybody that, right now. I'm just saying –

John: Yes, it's an invitation to intrigue them enough to say tell me more. Then, for example, I'll say, "Well, much like a horse whisperer. I people with the confidence, and calm them down." Then, I make sure they have answers to the three unspoken questions that everybody has when they hear you pitch anything. And I stop. That creates an open loop, which is, "Oh, my God, what are those three unspoken questions?" We've already covered them. Do I trust you? Do I like you, and will this work for me?

Jaime: See, I love that. It's the – the art of silence in sales, or in anything. Especially conversation wise, is huge and I feel like it is not used nearly enough from all humans. How have you gotten good at that, and how can we get good shutting up once in a while?

John: Yes.

Jaime: I had to learn, when I started this podcast that I need to be quiet more. It was tough.

John: Well, the old way of selling again is ask a closing question. Do you want to buy this house? If you're a real estate agent; then, you wait for the person to say yes or no. The old way was whoever spoke first, lost.

Jaime: Yeah.

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John: That just doesn't work. First of all, the negative self-talk in your head. "Oh, my God, if I have to show this person another house I'm gonna lose my mind. I really need this commission." You say something like, "Well, if I throw the refrigerator in, would you buy it then?"

So, here's the secret to getting comfortable with the silence in the room, is to get comfortable with the silence in your head. To quiet those thoughts down. Once you quiet the thoughts in your head down, you become comfortable with the silence in the room. I tell people to just say this to themselves three times. "I'm patient and calm."

After I've asked if you want to buy the house, or hire me or whatever it is. That extra 3 to 5 seconds it helps real estate agents to increase their sales closings by 40 percent. Because, people can pick up that energy. I am patient and calm. You're not trying to get them to say yes or no. I'm waiting for you to say yes or no, or have a question or whatever it is. You're holding the space.

Jaime: I've been with way too many salespeople that are not good; where you're like, now you feel needy and I was gonna say something and buy that, and now I don't want to. Right? Like, this is icky.

John: Right.

Jaime: Now, I'm gonna run the other way. It's funny, because salespeople don't even realize that they're doing it, sometimes. But, the silence has a weight of energy in it. So, is that enough? Especially, for an entrepreneur that does have a crazy brain that's active all the time. Is saying, "I'm patient and calm," enough to change the whole energy in the room?

John: Well surprisingly, it does work. Yes of course, if you want to get more comfortable with the silence in your head; meditate to power of knowledge. All that kind of stuff, that's why it's so popular in Silicon Valley. Is this mindfulness training, because they know that it gives them more ideas and more productivity, more patience with their employees.

Not to panic, this concept of not panicking and staying calm is what I base my whole TEDx talk on, which is be the lifeguard of your own life. I learned that when somebody was drowning, and my training came up. I couldn't panic – that person was panicking

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already in the water – and that has served me my whole career. The more you can rely on that ability to not panic when in my case, when I was laid off after working for Conde Nast, for 15 years.

I didn't panic, and I said, "I have to be out in 24 hours, but don't you want a status report? To turn over where all the ads should be?" They were like, "Well, that'd be great, but everyone else is so angry, they're just storming out." The frontal cortex had taken over, but I that training from my lifeguard days to not panic during a problem, or an emergency, or a crisis and stay calm. That, that's what allowed me to get hired back two years later, and win salesperson of the year. Because of how I left, on that good note.

Jaime: Wow! I didn't know that story, that's awesome. When I talked entrepreneurs, in general, or we talk about meditation –

John: Mm-hmm.

Jaime: – a lot of the times it's like, "I know it's good, but me –" and they have all these things, right? So, can you tell me a little bit –?

John: Mm-hmm.

Jaime: – about your personal journey, and how you've been able to calm the panic, in general? Just because I feel like the more stories we hear from some of that –

John: Sure.

Jaime: – the better, because it's like chipping away at this self-protection of know I can't do it, ourselves.

John: I think, when I got the news, which is – even though you thought might happen, and back in 2008, the economy was down, and they were laying off all the people in the outside offices in New York; you still have a sense. I think part of it is, just remembering that you might lose your job, but not your identity.

That's so hard for entrepreneurs in general, because it's our vision and our idea. Even if you're working for somebody else, I am this person that has this position and this title for so many years. Who am I without all that? So, you can be scared, you can be sad, but when you remember who you are is bigger than what you're doing. It allows you to not panic.

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Jaime: That's really interesting. Self-identity is massive thing, and we attach ourselves to so many – I remember when I quit my job six-figure job, I was like – But, I was the young person that made lots of money, and now I am a stay-at-home mom.

John: Mm-hmm.

Jaime: It was so one of those moments of like, oh no, my identity had fueled me for so long. How you keep that though? How do you keep parts of your identity when you feel like you are so attached and it's gone? I know I'm asking you non-book in any way anyway, but I find –

John: You are. Actually, a lot of that's in the book too.

Jaime: Great.

John: Because, it's really remembering that – when we get off what I called the self-esteem roller coaster – and I was on it myself. It's miserable. I only feel good about myself if my numbers are up, and I feel bad about myself if my numbers are down. Or, I feel good about myself if I'm winning a sales award, and I feel bad about myself if I'm being laid off. I feel good about myself as an entrepreneur if I get funding, and I feel bad about myself if I'm not. On and on and on.

The way off of that self-esteem roller coaster is to remember – because, when I was winning that award, two years after being laid off, I said wait a minute, I'm the same person –

Jaime: Yeah.

John: – and when we remember that who we are, is bigger than any one thing happening to us at any one moment. That's what gives us the strength to not panic and stay calm.

Jaime: How do you do that in the moment? Can you tell a little bit more about the lifeguard training and stuff? From your – and will link up to the TED talk and stuff like that because –

John: Sure.

Jaime: – during that moment, like you said, prefrontal cortex surgery just shuts off and we are wired in a horrible way, sometimes –

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John: Right.

Jaime: –whether you’re fighting with your spouse, or fighting with employees or whatever it is. We kind of go, ugh. So, how we work on that?

John: Well, a lot of it has to do with training and preparation. Because, whether you’re training to be a lifeguard, or in the military; you can’t rely on your emotions. You need your training to take over. So, the more prepared you are – wait a minute, I need to stay calm. It doesn’t do anybody any good if we both panic; that that’s really part of it.

And again, it’s an awareness that who you are is not determined by whether you get a yes or no, or whether you’re defined by all that. I think that’s really – listing down some characteristics about things you really pride yourself on that are not outside related. In other words, what are you proud of? “Well, I’m proud of this accomplishment, and that accomplishment.” No, no, no, no.

What do you –? “Well, I’m a good friend, I’m a good son, I’m a good whatever.” No, no, no, that’s relational. That’s all outside focus; what are the characteristics of you? “Well, I’m creative, I’m resilient. I have focus.” That’s your identity.

Jaime: That makes so much sense. Is it situational? So when we talk about somebody that’s pitching or something like that. Does it have to be situational and practiced, or can it move from thing to thing. I’m just thinking about if somebody’s being pitched –

John: Yeah.

Jaime: – versus speaking on stage, versus talking to your kids, versus –

John: Right, yes.

Jaime: – is it situational based? As far as the training goes? Or can you be like, I just get good at it.

John: I just get good at it. The old analogy is, if you squeeze an orange get orange juice. It doesn’t matter what time of day; it’s always orange juice. It doesn’t matter if you’re squeezing it in the corner. But, what happens to us when we get squeezed into the corner? Do we still get kindness, and love, and calm rational thought?

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So, when we remember that we're just like that orange, no matter what's happening to us at any one moment – whether I'm giving a TEDx talk or speaking in front of a sales organization of 500-600 or more people, or having a one-on-one conversation to get hired to give that talk –

Jaime: Mmm.

John: – I'm the same person, and that authenticity is what people are buying

Jaime: I love this, it makes me go, “Oh now, I can train my children to learn some of these things, now and it will be widely accepted –

John: Yes.

Jaime: – in all the different aspects of their life. Because it is, I feel like sometimes in business we're so narrow focused on businesses like this, and we have to do it like this, and it's so different than everywhere else in your life.

John: Hmm.

Jaime: It's seems so segmented, and that's why its and amazing thing that you can pull this into all areas of your life.

John: Well, that's why social media such a great business tool, because when you share your vulnerabilities, your struggle, your challenges, you're telling a story that pulls people in, and they get to trust, and like you, and know you.

Jaime: I should just take the exposition, problem, solution, resolution, and do that on all my social posts.

John: Yes.

Jaime: Right.

John: You can create open loops and say, “Next week, I'm gonna tell you how I overcame that problem.”

Jaime: I love this.

John: Then, you give the solution, “Next week I'm gonna tell you what life is like for my client, after working with me for a year.

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Jaime: Wow, ooo that's annoying, I love it. What if you suck at writing? Because, I have never said that I'm the best writer in the world. I'm okay at storytelling; I love talking and the storytelling –

John: Great.

Jaime: – but as far as writing it down, not so great.

John: Well, take what you say, send it to rev.com have them transcribe it, edit it, and post it.

Jaime: Do you feel like there's a different tone that needs to be used in any aspect, or do you feel like it's one and the same, no matter what?

John: I really worked hard to make my book feel like you were listening to me talk.

Jaime: Hmm, that's funny that you trying to make it feel like, instead of the opposite.

John: Yes, I don't want it to be some intellectual, educational; I want you to feel like you're listening to our conversation. I narrated my own book for that very reason, on Audible. So, the people feel like, "Oh, John's sharing some stories with me, and I can learn something and I can apply, and be inspired, and maybe even entertained," and all the things you want when you're engaging with anybody.

Jaime: Because, you really feel like you can connect to them. I remember when I wrote my book. I remember trying to make it less conversational. Because, like I would audio it and I would go, "Okay, this is what I got." People, help me, right? So, to me I was trying to make it be more structured and thought out, and that sort of stuff. Where in reality, I feel like it didn't actually sound totally like me, because it wasn't me. Which is not necessarily good.

John: Mmm, well you want your voice, your brand must have your voice in every format, and that –

Jaime: That makes it way easier, maybe I do want to write another book. Okay, yeah.

John: Okay, yes.

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Jaime: So, when we're looking at – I love what you're saying before about the self-esteem roller coaster, right?

John: Mm-hmm.

Jaime: For salespeople, especially for entrepreneurs, that live and die by the sword, right? Sales call – oh no, now I feel crappy –

John: Mmm.

Jaime: – and I have my clients batch sales calls to be in the same overarching mood –

John: Hmm.

Jaime: – throughout, you know what I mean? Because once you're in that space, it feels easier to be in that space.

John: Right.

Jaime: But, either knows, or getting negative feedback or something like that can trigger them. Do you have any helpful tips on some of this? Because, I know you help a lot of salespeople.

John: I do, I put faces on it, because, for example my own fears of starting my own podcast. I was like, ugh. When someone suggested me doing that, I said, "Well, why don't I go to the moon?" That seemed overwhelming, and I thought well and put some faces on it. The first face that we all face is this face of rejection. Being in sales long enough, my solution to that is never reject yourself.

We tend to do that. When I was selling ads for Conde Nast and someone said, "Oh, we're going with another company." We'd be like, "Oh, maybe another salesperson could've gotten a yes or maybe they're right. Maybe, that other companies better –" Don't buy into that – Don't reject yourself, or what you're selling just because they said no. No now does it mean no forever.

Then, the second fear is the fear of failure. What if I start my own podcast and nobody listens to it? What if I start this business and it doesn't – I'll be embarrassed, or waste of time and money and fear is just feedback. When you look at it as feedback, instead of devastation and you keep going till you get a zombie idea so great it won't die.

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Then, the third face is this face of the unknown. This almost stopped me from doing the podcast. What mic do I buy? How do I edit this thing? I found a company; that's with their business is, done via podcasting. I just do the interview, and take care of the rest. So, the key to overcoming the fear of the unknown is don't go it alone. Collaborate with others.

Jaime: That sounds genius. So, your fear is feedback. It's easier said than done when you're in the moment of it.

John: Mm-hmm.

Jaime: What are some tactics or help you use to remember that when you actually need it? I know, you're probably really good at this already. Where for the people they're trying and going...

John: No, no.

Jaime: – fear – fear, right?

John: Well, fear of failure in particular is, “Oh, that didn't work.” I get inspired by reading biographies of people who –

Jaime: Mmm.

John: – created things. How many times did Edison have to try to make the lightbulb work, right? How many times did Howard Schultz get rejected trying to get Starbucks funded? Just realize that that's part of the journey that you're on. Hence, the story again we're all on our own hero's journey –

Jaime: Yeah.

John: – and there is going to be bumps, and ups and downs along the journey. You just go, “Oh, that's where I am at the moment.” In fact, have you heard of the trough of despair that happens to a lot of entrepreneurs?

Jaime: No, I would love to hear about that. The trough of despair – right?

John: It sounds like something from the *Lord of the Rings*.

Jaime: Yes.

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John: If you Google it, you'll see it's an actual graph. Everyone gets all excited when their business starts up. Then they have disappointments. Sales don't go as fast, funding doesn't happen as fast. The people they want to come work for them don't stay. Whatever it is, they go into this trough of despair. It's part of almost every startup's journey. When you realize you're in, it's sometimes hard to see your way up out of it.

But, everyone goes, "Oh, this is where I am in the story. I'm in the trough of despair, it's up to me how long I stay down here," and realize it's gonna get better. "If I do these steps and read other books of other people who've been in that situation and not just assume that looking from the outside in, and that everything was just one long, straight line up." It'll help you

Jaime: That's perfect for the people that are listening right now going, "Crap, I'm totally in the trough of despair, right now." It's the perspective thing that's hard, if you don't know that you're in it, then who knows how long it's going last, and that's the thing that's so scary.

John: Mm-hmm, exactly. And that others have been in it, and gotten out of it, and that you too can do the same, because you're not alone. Because, that's what storytelling does. Other people stories inspire you to realize oh, they were in this too.

Jaime: I know we have to start wrapping up, and just a second. But, I want to ask you, do you feel like the stories should always be after the fact, right? So, when you think of – I see a lot of thought leaders that are telling about the crap – the problems at the going through, right now, and they don't have a solution or resolution, yet. Does that feel – what do you think about that stuff?

John: So, is the question; what do you do if you're in the middle the story and you want to tell your story, anyway.

Jaime: I'm just wondering; for somebody that's a thought leader –

John: Mm-hmm

Jaime: – and people need that know, like, and trust in order for them to actually agree with them. When they go through what they're going through right now to share their journey, is that good storytelling, or is that bad? Because, there is no resolution, and no solution. They just get scared that they might not make it out of there, right.

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Because, they're telling it as it comes up.

John: I would say definitely have your story prepared, and don't – like even, if you're going to get on stage, you don't just share, "I'm really sad and depressed, right now, and I don't have any outcome or takeaways to help you. I just want to share, 'this is where I am, it's not a therapy session.'" Storytelling is not a therapy session either. So, if you're going to tell your story and you don't know where it's going to end, then that's – don't tell that story till you have all four parts.

Jaime: I really appreciate that. I just see a lot of social media –

John: Mm-hmm.

Jaime: – and in social it's like, and everything sucks. Moral the story, you're in it. Or, something like that, and you're like, "Hmm, I don't know if you ever feel better." So, it doesn't feel like you want to be a part of that journey, or that story.

John: No.

Jaime: Because, it doesn't feel like it has resolution. So, every story should really have the solution, and resolution at the end.

John: Exactly, yes.

Jaime: Not, here's a problem. Okay, I appreciate that too. When we were looking at – to me when I look different marking, different storytelling, I am so riveted by the story, but let them at the end –

John: Mm-hmm.

Jaime: – when I'm like – it's a movie that has no happy ending –

John: Mm-hmm.

Jaime: – and it makes me feel worse rather than better.

John: Right exactly.

Jaime: Okay.

John: Yes, and the same thing with, what's life like working with me, for my clients, and do you want that same experience. Paint that

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picture. People buy transformation, not information. Storytelling is what takes them on that journey of transformation. Here's life like before they work with Jamie, here's life after working with Jamie. Does that sound like the kind journey you would like to go on, then Jamie is your person.

Jaime: I love how formulaic it is, also. Like, does that sound like the journey? Who would say no to that? Of course, the end resolution sounds perfect, of course.

John: Mm-hmm.

Jaime: It's a naturally ask, which doesn't feel like a skeezy car salesman, which is what we started with at the top.

John: Exactly.

Jaime: So, I want to ask you the last question; what is one action, besides getting your book, one action listeners can take this week to help move them forward towards their goal of a million?

John: The number one you can do is to craft your own story of origin, and have a great elevator pitch ready to go. So, that you're prepared and confident, and that it's clear, concise and compelling.

Jaime: I love it. So simple. Go pick up the book. Where do we find you online, and get the book, and all that?

John: I'm johnlivesay.com, if you can't remember that, you can Google "The Pitch Whisperer", and all my content will come up that way. The book is on all the websites, Amazon, et cetera, that sell my book. It's on Audible, and if you want to get a sneak peak of my book for free you can go on my website, and put your email in and you get a free sneak peek of the book. You can also get that if you text the word pitch to 66866 you can get a free sneak peek that way.

Jaime: Thank you so much for coming on the show today, John. I really appreciate it.

John: Thanks for having me, Jamie.

**[End of Audio]**

**Duration: 35 minutes**