

“Because nothing happens until something gets sold, entrepreneurs must develop the knowledge, skill and discipline necessary to succeed in sales or that early momentum may never materialize.”

### The Story Matrix:

Having the right story -- the one that creates context, has an impact in a meeting, and creates a magnet by which you draw people toward you -- can make the difference between winning and losing a deal. You have to have them.

Keynote Lecture Notes:

**Impact Question:** What will you do differently as a result of what you've learned from this module?

## Questions for you, the entrepreneur

1. Do you write down your stories? Do you practice them?
2. What are the rows in your matrix? Why?
3. In any given week, in which kinds of situations do you need strong stories?
4. Can you think of an example of when you shared a story and it had a profound impact?

## Questions for your team, advisors, mentors

1. What are the best stories your founder tells?
2. What are the best stories you tell?
3. What actions can you take that will help you and your team to capture stories?

<p style="text-align: center;">Readings</p> <p>Notes:</p>	<p style="text-align: center;">Founder Genius</p> <p>Notes:</p>
<p style="text-align: center;">Other Related</p> <p>Notes:</p>	<p style="text-align: center;">Tools</p> <p>Notes:</p>