

# Developing Your GIA Story

Developing your GIA story is one of the most important first steps. People are going to ask you “What are you doing?” or “What is GIA all about?” If you have your story together you will always have the answer. Even after 6 years, I use my GIA Story everyday to help people understand who we are, where we’re going and what’s in it for them. Answer the questions below and you will see your story materialize. **Key Note: You should be able to share your story in 60 seconds or less. See example below.**

Where was I before I discovered GIA? (Describe your situation)

What I thought about it. (Describe the discomfort or pain)

What I did about it. (Your introduction to GIA)

Where are you now? (Express excitement about finding the solution. Include your success story and vision for the future.)

Example:

## Where was I before GIA?

Before I was introduced to GIA I was constantly looking for a way to create freedom in my life. I worked for a corporation for 18 years .....no freedom! I became a Realtor.....no freedom.....I owned my own business.....definitely no freedom.

## What I thought about it.

I had the vision and the dream but just couldn't develop the kind of income I wanted. There was a point where I almost gave up. I felt like I was failing and lost my hope for the future. My family didn't know what to do.

## What I did about it.

Then everything changed in a moment. My good friend Lynda introduced me to GIA Wellness. I was skeptical at first like anyone would be. Fortunately, I tried their products and it made a huge difference in the way I felt. A long term health problem just disappeared. That's when I became curious about the business. After seeing the whole picture I just felt like "this is it" and I joined the GIA team as a Business Builder.

## Where are you now?

Now I have my dreams back. We are building a huge team to help take the company and their exclusive products to the rest of the world. I see thousands of people joining us in the coming years and the best part is that each and everyone one of them will be able to create freedom in their life....if they want to. I am so excited!

**Key note: Your story should start where you are today. Just tell the truth. As your business grows your story will change and evolve. Remember, people will be far more interested in your story than they will be in all the facts and data about our products. They want to know what's in it for them. You are the shining example.**