

# 6 Top Ideas for Powerful Stories

## Create Stories by Answering...

1. What's in it for me to listen to you?
2. Why bring my business to this credit union?
3. What's so special about being a member here?



## Create Stories from Members...

4. How did we help a member achieve a dream or goal?
5. Ask - what credit union services helped make their lives better?
6. Show there are benefits of being a member for a lifetime thru generations?

