



Template for a Conversation Where You're Trying to Convince Someone to Do Something

Hey [Name],

I understand that [thing that is true about their situation as it relates to this topic] and I know [objection or eye-rolling thing they think about what you want them to do].

I'm hoping you [thing you want them to do]. I promise to [reassurance around their objection]. And if I do [thing I want to do], then you will [thing that gets them closer to their desires].

If you're up for it, please would you [EXACT next step you need them to take].

Thanks!

[Your name]

[If they don't have it and you want them to call or email you, your phone number/email DIRECTLY UNDER YOUR NAME SO IT'S EASY TO FIND, even if you have an email signature below]

Marsha Shandur (of Yes Yes Marsha) believes that storytelling



skills are the key to ethical influence.

A Storytelling, Communication and Sales Coach and Trainer, she has taught thousands of executives, entrepreneurs and professionals across the world

and has got rave reviews from clients like Royal Bank of Canada, HelloFresh, TJX Companies Inc, and Shopify. Before launching Yes Yes Marsha, she spent 15 years working as a Radio DJ, where she gained a powerful understanding of how to tell stories in a way that fosters connection, trust, engagement and loyalty. Her work has been featured in Forbes, the BBC and Mashable.

To find out more about the work Marsha does, book a no obligation, free call with her [by clicking HERE](#)

Or to learn more about the work Marsha does with organizations to improve their Communication, Connection and Culture, have a look at [YesYesMarsha.com/corporate](https://www.yesyesmarsha.com/corporate)

