Your Need-Narrative

Question	Your text
For [target audience], it's a constant challenge to [general problem]. Every [time period], these people [perform a key activity] in order to [achieve a primary goal]. This is especially true if you're a [niche].	…
The main problem they face is [primary functional problem relating to activity] which leads to [bad/worst case outcomes]. Today, their best option is [substitutes], but of course, they [the most common complaints of each substitute]. With [key trend], the problem will only get worse over time.	…
If only there was a easier/better/cheaper way to [perform a key activity], then customers could [quantifiable impact on their primary goal] which would lead to [positive outcomes / emotions]. With [number of potential customers], there is a clear opportunity to meaningfully impact a huge number of people.	…

sonja.lang@mindfulclarity.org

Milton Language Pattern	Example
▪ And …	And as you become more familiar with the topic…
▪ Because …	Because you understand the principles…
▪ I know …	I know you wondered how this is possible.
▪ That's right …	That's right, viewing it that way.
▪ Means …	That means you can improve.
▪ You can …	You can, <<name>>, do that.
▪ Imagine, just imagine …	Imagine, just imagine what it would be like if you succeeded?
▪ What would it feel like, if …	What would it feel like if performance improves by 10%?
▪ It's as if …	It's as if you enter a new level of performance.
▪ The more, the more …	The more you improve the more you gain.
▪ Just pretend for a moment …	Just pretend for a moment that this new system is in place.
▪ You may be wondering …	You may be wondering how easy the solution fits into your system?
▪ You may notice …	You may notice how simple the solution is.
▪ It is a fact, …	It is a fact, better performance means higher productivity.
▪ When you realise …	When you realise the true potential of the solution you want to have it.
▪ There is no need to … until …	There is no need to act until you fully grasped the concept.
▪ You wouldn't disagree to the fact, would you? …	You wouldn't disagree with the fact, you need oxygen to live, would you?

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Storytelling

Need-Narrative

- outlines a thesis on how to make peoples' lives better.

- A clear need narrative helps you prioritise features, communicate the product effectively, and hone in on the most important niche.

- Deliver a vision and a purpose

Milton Language

- Milton Language Patterns have a very positive perceptual impact in daily conversations.

- the customer could take the meaning that is most appropriate for him, i.e., he can better hear the proposed solution and see the resulting potential.

- Milton Language is also handy for gaining rapport, especially if used together with Clean Language.

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