

Easy Care storytelling checklist

A checklist for team managers

Introducing storytelling

Helping clients understand Easy Care through simple, natural stories – not sales. A well-chosen story allows clients to grasp an idea by seeing it play out in a real situation. It helps them visualize, relate, and follow the logic in a way that feels comfortable and intuitive, rather than forced or technical.

Step 1: Know the point of the story

A story's job is to make the plan feel real, relatable, and human – not to "sell."

- ☐ Does this story help the client picture their own pet?
- ☐ Does it explain the plan through something everyday, not abstract?

(Stories land better than facts or savings tables.)

Step 2: Keep three short examples ready

Everyone on the team should have two or three real cases they can share in twenty seconds.

- ☐ A routine check where something was caught early.
- ☐ A client who used to forget treatments until Easy Care helped.
- ☐ A situation where being on the plan made a visit smoother.

Step 3: Match the story to the client type

- ☐ "Busy / forgetful owner" → convenience story.
- ☐ "Only comes in when there's a problem" → early-detection story.
- ☐ "Worried about unexpected issues" → smoother-visit story.

Choose the story that mirrors their situation – not yours.

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Step 4: Use the right entry line

The most natural openers:

- ☐ "We see this a lot..."
- ☐ "Actually, I had someone just like you..."

No sales tone. Just a helpful, human comparison

Step 5: Stick to the twenty second structure

- ☐ Situation: "A dog/cat came in for..."
- ☐ What we spotted or solved.
- ☐ How Easy Care made it easier.

Keep it conversational, short, and real. No jargon. No pitch.

Step 6: Lead them forward, not into a sale

End with something simple and future-focused:

- ☐ "That's why people find the plan helpful – it keeps everything easy and on track."
- ☐ "It's just a good way to avoid things creeping up."

Never push. Just show the path.