

# STORY BOARD BUILDER

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# YOUR STORY BOARD

Ever struggled to figure out what to say in 2 minutes or less to introduce yourself to a group in a compelling way that wins them over instantly?

Unfortunately you have less than 30 seconds (probably 10 seconds) before people form an impression of you. It may not be right, but once imprinted, it could take months or years or.... Never.... to change it. Credibility, respect, trust and like-ability are the four elements that you must establish in a compelling way.

So rather than agonizing about it, worrying about it, second guessing yourself about it, here are 5 simple fill in the blank templates to make you look like a champion and give you the confidence to instantly be your authentic self. There are two parts to each statement.

This process is called "Earning the Right." That is because you are actually "earning" their time, respect and trust. It consists of two parts. Part one is a simply statement of credibility or your experience in the area. Keep it short. If you go too big and too long you will sound arrogant and boring. Keep it factual and simple as you will see below.

## STORY BOARD BUILDER

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Part two is a statement of “Why” you are doing what you do. It reveals your passion, your feelings and your heart. It is usually coupled with a story that talks about your journey to this point in time and why that is relevant to them.

You can preface these statements by asking the group you are presenting to: “is it okay if I give you a little bit about my background?”

After they undoubtedly say “Yes,” you launch into a two part statement that “earns you the right” to speak to them, teach them, sell to them, facilitate them, etc.

## CHECKLIST / WORKSHEET FOR YOUR STORY BOARD

Answering these questions honestly will be life changing for you. You will see patterns that you maybe never realized before. You may even get a glimpse of what you are really meant to be doing.

Use these answers to fill in the appropriate blanks in your Story Board templates and you will earn instant trust and credibility and feel totally comfortable in your own skin.

<p>Number of years or months you have been doing what you are doing (business or study)</p>	<p>Statistical results you have helped clients achieve. (sales, market share, weight loss, etc)</p>	<p>List 3-4 of the biggest mistakes, upsets, tragedies in your life (or business or both)</p>
<p>Number of people you have served in that time.</p>		
<p>List the top 3-4 biggest wins in your life (or business or both).</p>	<p>List the 3 living people who have inspired you the most</p>	<p>List the 3 nonliving people who have inspired you the most</p>

<p>Who are your role models? (could be the same as above) What part of them do you strive to model?</p>	<p>List all the jobs, businesses, occupations, hobbies you have had in your life.</p>	<p>What did they have in common?</p>
<p>List any major "wakeup calls" you have had. (close call, big loss, near death, etc)</p>	<p>What nonfiction do you love to read or study?</p>	<p>Was there one major experience in your life that changed the trajectory of your life, what was it and why?</p>

PART ONE CAN ALWAYS BE THE SAME. IT'S THE

# “CREDIBILITY” PIECE.

For the last \_\_\_\_\_(number) years/months I (or we) have worked with \_\_\_\_\_(number)of clients/companies/people, helping them to achieve/earn/obtain/lose/eliminate \_\_\_\_\_(number)of dollars/clients/expenses/pounds. Is that something you would be interested in?

PART TWO IS THE

# “WHY I AM DOING THIS” PIECE

There are various templates for Part two which is the “trust, respect, connection, likeability piece.” In any part of these, insert a heart-felt story that is no more than 30 seconds long. It will be obvious in each case where to insert it.

When telling the story, put yourself into the scenario and really attempt to “feel” the feelings that come with it. Do NOT rush through it. It is your authenticity and vulnerability that will win them over.....trust me!!!

# DISASTER TO MASTER

The reason I do this is because....Many years ago, I experienced \_\_\_\_\_(loss/disaster/big mistake/heart-ache, etc). (Describe scenario in 2-3 sentences max). I then made a decision to make a change and by \_\_\_\_\_(doing x, y and z) I/we were able to recover and become even better. And it genuinely makes me feel good to help others experience the same wins.



# HERO'S JOURNEY

Years ago I had this brilliant idea to become a \_\_\_\_\_. Somehow I was motivated by \_\_\_\_\_ (someone I saw, something I saw, something someone said to me). What motivated me was \_\_\_\_\_ (describe). So I went on this journey to become \_\_\_\_\_. Little did I know how many obstacles I would face, mistakes I would make and the amount of resistance I would face. All I knew is that I had to keep going.

Now I look back and realize it was the right path because when someone comes up to you and thanks you for \_\_\_\_\_, it touches you deeply. That is why I do this.

# DRIFTER

All my life I have dabbled in lots of things. (short list) For a long time, I asked myself why am I doing this? As Steve Jobs said, its hard to connect the dots looking forward. But when I looked back on all the things I have done there were (one/two or three) things in common. (List them). I realized my strength and my passion is \_\_\_\_\_. And that is why I do this.

# WAKE-UP CALL

It wasn't always like it is today. A while back I had a very big "Wake-Up" call that got 100% of my attention. (Tell what it was. Be graphic. Give the audience a full visual or emotional experience. Could be a big financial loss, loss of a loved one, near death experience, close call, etc.) It forced me to wake up and take stock of my life and where I was going. I realized that I needed to \_\_\_\_\_ . I therefore committed to becoming \_\_\_\_\_ (the type of person, the leader, the parent, the friend, an advocate, etc) who demonstrates \_\_\_\_\_. (whatever you are striving to become.) That is why I do this.

# CALLING

I have always been fascinated by \_\_\_\_\_. Ever since I can remember I have read about \_\_\_\_\_, studied \_\_\_\_\_ and been curious about how it works. It just became natural for me to pursue \_\_\_\_\_x\_\_\_\_\_. So I do this because its more like a calling for me. I cannot see myself doing anything else. Does that make sense? That's why I am excited to work with you.