

# **SUPERHERO STORY**

# Story

- Your story is what allows you to connect and relate to your audience  
(Important: We ALL have a story. Yes, including you ;- ) ... )
- NOT about trying to come across perfect, or having opportunity to brag about how cool you are (complete opposite)
- Big part of what makes you and your message authentic, unique & relatable
- Allows you to communicate your message in a way that creates an emotional bond with your audience and builds trust
- Deliver value and create credibility through sharing your past experiences, struggles and the breakthroughs you've had as a result

# Story

- Empathy - *"I know what it feels like..." "I've been there..." "I'm no different than you..." "Not too long ago I was in your shoes..."*
- Be vulnerable —> Makes you HUMAN
- Become real and relevant
- Focus on the emotions and feelings - captivates your audience and brings them into the present moment, feeling the feelings and coming to the same realization you had

# Story

- Breakthrough Journey
- What are the past experiences and struggles you've gone through on your journey to get from where you started, to where you're at today?
- What did the journey look like? What are the lessons, new insights and breakthroughs you've taken from it?
- What did you learn? What results did you create? What did you feel called to do/ share as a result?
- **Most importantly:** WHO DID YOU BECOME? (ideally, this is also what your audience wants)

# Being Intentional

- As a result of sharing your story....

What is the relevant message you want people to get?

What feelings do you want them to experience?

What new thoughts? insights? decisions? actions?

- What is the big AHA or breakthrough you want them to have?
- Your story should always be relevant to the message you want to get across, and the end result you want people to have.
- \*Captivating \*Inspires action \*Creates new perspective or internal shift \*Gives hope

# Telling Your Story

- **Major parts of your story:**

Call —> Bottom —> Turning Point —> Result —> Mission

- \*Can't take full credit. This is the result of me taking pieces of what I've learned from studying and listening to great marketers and storytellers over the years, and making it my own

# Call

- The starting point of your story
- The conflict, realization or feeling that sent you on your path
- What was the moment where you felt the 'pull', or the 'call' to do/be/have more and sent you on this journey to becoming the person you are today?
- How were you feeling in this moment? What did things look like? Why did you feel like "now" was the time for a change?
- \*This is where you can relate and connect with people on the start of their journey, or who also feel the call or the "pull" to make a change, but are still on the sidelines and haven't taken action yet

# Bottom

- The 'struggle' - Bottom - the low point as you're on this path
- What were the obstacles, struggles and (unexpected) challenges you faced as you set forth on this journey?
- How did you feel during these times? What were the thoughts going on in your mind? What kept you going?
- \*This is where you want to really focus on the feelings and experiences you faced. Through your story of struggle you'll create connection, empathy and trust with your audience.

# Turning Point

- The 'turning point' - The moment of discovery where you made a new powerful decision that changes everything
- **What happens?:** Something changes inside you; you have a new realization or revelation; you meet a mentor; you decide to try something different
- This is the moment on your journey where you go from the struggle and low points, to now having things look up for you
- How did you feel as a result of this? (sense of hope? new belief and confidence? inner knowing?)
- \*This is the moment things changes for you, and is the breakthrough you want to share with your audience that will allow them to see results too (huge part of your message)

# Result

- The 'result' - Life after the turning point
- What happened as a result of this breakthrough/turning point/decision?
- What results did you create? What changed in your life/business/health, etc.? What new feelings did you experience?
- Who did you BECOME? (**Focus on the identity and feelings**)
- This is where you build credibility as someone who's been on a similar path, made it through and has created real results. Still not about coming across as perfect.
- \*Don't think you have to have some crazy results (ex: made a million dollars or lost 100 pounds) before you can share your results, and for it to matter.

# Mission

- The 'mission' - The reason WHY you're doing/sharing this
- Feel the call to share this with others who you know you can help. Realize it's your mission and duty to share this
- Extract the knowledge, wisdom and lessons learned from your path and turn it into the message you want to share, and for people to get
- Take the process of what it took you to create the results, and break it down step-by-step - and this is the formula you now share
- **MAKE IT RELEVANT:** Tie everything you've shared together so that it is relevant to your message, it makes sense to your audience, and allows them to have their own breakthrough / take the next desired step

# Putting It Together

- Call:
- Bottom:
- Turning Point:
- Result:
- Mission:

**BIG TAKEAWAY: Your story matters. It is the thing that will allow you to deeply connect with your audience. Share it now.**

**ACTION STEP: Craft your story using this process, and make a video sharing it, and tie it back into WHY you do what you do.**

\*Or, make a post (blog or social media) where you share your story and connect it to the core content or message.