How To Design Your Own Personal Story: Video Transcript

Hey, it's Ted McGrath, and welcome to Message to Millions again. Today I'm going to talk to you about how to design your personal story in a way that:

#1: Attracts customers

#2: Grows your brand and creates a brand that's authentic and real to you

#3: Your story is your message.

Because your story is your message, and I'm going to prove it to you in today's video, it's so important to the results that you're going to get in your ability to enroll clients, in your ability to market online, in your ability to just create something that's authentic and real to you.

As a coach, you are the brand. As an expert, you are the brand. It's your knowledge, your wisdom as a speaker. You're the brand. Service based business owners, health practitioners, service based practitioners, like financial advisors and wellness practitioners and spiritual advisors. You're the brand.

Even if you're an entrepreneur, and you're going, "I'm selling a product, Ted, I'm not the brand," but you're the messenger. Even CEOs like Steve Jobs, the brand was Apple, but Steve was correlated with the brand. You know, they talked about Apple, but his name was always synonymous with it. Who he was, and the message that he sent, and even his own personal story today, is such a representation of the brand of Apple that people are more intrigued with his personal story than they actually are with Apple.

It doesn't matter which business you're running, even if you're like, "I'm not the complete face of the brand." This is so critical to your success. You have a story, a personal story that really compels people and creates that personal relationship with you, which creates the personal connection with the brand.

There are so many elements of why story is the game changer, and I'm just going to dive in on this video just to show you how to design the story in a way so that you can tell it. I'm going to show you how to design your personal story in a way so you have a ninety second version for networking settings, a three to four minute version, like online webinars and teleseminars. Also, six, seven, eight, even fifteen minute version when you're speaking from stages, if you're actually speaking from stages.
It's just important to have these different versions of story ... with your personal story so you can drop in and just use story at the appropriate time. Then, we're going to go deeper in some of the other videos to show you how your story is actually your brand; that will come in the next video. Then, even talking to you more about how story helps you with enrollment; that will come in future videos as well, and story use in marketing will come in future videos.

Right now, let's just dive into story as your personal story and how you actually design this. What we're going to show you is I'm going to show you how to pull out your life lessons as well from your story, and show you how, within your story, is the life lessons that you're going to teach in your programs.

There's a lot here with story. I bet you probably never imagine there was this much. Let's get into the first component of designing a personal story. One: There's some things to know about story. Story must have vulnerability, and it must have credibility. Vulnerability is dropping into a place and being open and honest with people about who you are and going into those pit moments. Credibility is about the breakthrough moments of how you created results and success in your life. You've got to have both, and those are two of the most important parts of story, which is vulnerability, which is the pit, and credibility, which is the breakthrough moment.

Let's first talk about vulnerability. Vulnerability is power. Most people tell stories as a chain of events, and what I mean by that is they go, "When I was five, this happened. When I was twenty, this happened. When I was twenty-eight, this happened and thirty-five this happened. Then, forty-two, everything changed, and I made all this money, or forty-two my health changed, or forty-two, I had this spiritual realization." They build up, and they tell you about all the success at that breakthrough moment, but everything up to that is boring; it's event telling. It's like, "This happened. This happened. This happened." People tune out; they don't even want to listen to that.

Stories should not be event telling. Stories should not be about the breakthrough in the credible moment.

This power of story, which is what I'm about to share, which is all the moments leading up to the breakthrough, and all those moments is what actually creates this story. If you're just going for a story that creates credibility for you, which is important, you may as well just tell people how great you are, and just go, "Hey, I made millions of dollars. I'm this master spiritual coach or I'm this master health practitioner." Just go tell them, and don't both telling a story because your story is going to suck if you do it that way. If you do it that way, people will mostly be turned off and go, "This person is all about credibility; they're all about themselves." They never have a visceral, personal experience with you if you go, "Event. Event. Event," in your storytelling, and you just go, "Hey, here's how credible I am, how great I am."
Again, just don’t tell a story if you’re going to do it that way because it will be that bad. Here’s how I tell a story:

Number one: A story starts with a call. There’s a call into the journey of a story. For me, my story starts out when I was six years old, and if I’m talking to somebody in presentation, I might go, “Yeah, so, that’s really great that you shared with me that you want to be a coach and a speaker.

“For me, my journey really started when I was six years old. I was sitting on the living room couch one day, and my Dad walks through the door, and he looks at me, and he goes, "Your Mother and I are getting a divorce. We don't love each other any more." In hearing those words, I create this story that I'm not good enough, and my parents don't love me, and I'm not lovable. I decided that I'm going to become this little achiever who goes out to prove that he's good enough and to prove that I can get my parents attention. I become this little achiever, and from six years old on, I go out and I work and I work in athletes, in school, and by the time I'm twenty-one years old, I go for an interview with this company called New York Life Insurance.”

Notice what I just did there. The six year old portion is the call for me; it's the call into the actual journey. The call is important because the call sets the stage for the character. You gotta think about story in this way, that you are actually the character in the story.

If I'm you, and I'm creating your story, or I'm creating my own story, I'm going to step back, and look at it, and go, "Here is the character. Here is Ted the character." If I'm watching this journey, what's going to excite me and inspire me? What's going to touch me? What's actually going to create this dilemma in the beginning of this story? Ultimately, there's a call, six years old, divorce. There's a dilemma that the character's facing. There's a dilemma that I'm facing. One day I'm sitting on my couch; I'm playing Super Mario Brothers, playing video games, and the next moment my Dad tells me that he and my Mom are getting a divorce. They don't each other anymore, and I feel like I'm not loved. There's a massive dilemma; there is the call to the story. It's interesting, and it's also relatable because my audience is going, "Wow." When I talk about six years old, my audience is going ... and they're thinking about when they were six years old.

Great storytelling ... notice how I was present moment, I'm six years old, and my Dad walks into the living room, and he says, "Your Mother and I are getting a divorce. We don't love each other anymore." That's present tense versus, "When I was six, I remember my Dad coming into the living room; I remember my Dad saying (that's past tense storytelling, versus “I'm in the living room”), my Dad walks in and says, "Your Mother and I are getting a divorce. We don't love each other anymore," present tense.
I'm dropping the audience into the actual experience of me at six. They're having experiences of them at six because in present tense, they go into this state where they're present. They're not outside looking in going, "Oh, look at Ted's story." You are now in the story, and you're the character. You have the experience of being the character.

I'm going on my journey at six, and you're going your journey by being in the present with me thinking about your life and experiences ... re-experiencing your life at six, which not only is amazing, it's transformational, too.

This is powerful stuff, and you might be wondering now, "How does this lead to me getting clients?" I'm going to show you exactly how this leads to you getting clients, which is the other extraordinary part about this, right?

The call happens, and then ultimately, the character goes along. Like me, I'm six years old, and I go along, I go along. There's a little event telling there. In athletes I work hard, and I want to get my parents attention, and I'm twenty-one years old, now here I go into the pit moment, right? I'm twenty-one years old, and I walk into this interview at New York Life Insurance company, and my potential boss looks at me as I'm sitting in the interview chair, and he goes, "Who's Ted McGrath?" I start talking, and I talk for four hours straight.

At the end of the interview, he looks at me, and he goes, "I believe that you can do six figures in income your first year in this business." I'm so green, I'm just looking at him, and I go, "Okay. Just tell me what to do, and I'll go do it." He lays out this plan for me, and for twelve months, I go after this plan, and twelve months later, I'm sitting there, I get the stats, and I look and I see my name at the top of the list. I just cracked six figures in income in the insurance business for New York Life, and I'm so excited, and I go out that night.

At four o' clock in the morning I find myself on the kitchen floor, staring up into my brother's eyes, gasping for my last breath, with my soul coming out of the top of my head. I'm overdosed from a bag of cocaine, two pills of ecstasy, and fifteen drinks of alcohol. As I'm holding on to my life, the only thing going on in my mind is the shame of if I left this planet, that shame that I'm feeling right now of how my parents would react and respond to that.

The next morning, I'm miraculously revived, and you think that I get the lesson of stopping doing drugs and drinking. I stop doing drugs, but I continue to drink. I go, "Oh, I got it now. Money wasn't the answer; money didn't do it. My money goal ... but if I make partner with New York Life, and I get status, then finally I'll get this monkey off my back."
I just put my head down, and I go after this thing for six years straight. Sixteen, seventeen hours a day. I'm twenty-eight years old, and I'm standing there on the top floor of the SunTrust building, June 30th, 2005. My assistant walks in, she hands me the news, and she goes, "Ted, here's the news to find out whether or not you make partner." I open up the envelope, and I pull out this white sheet of paper, and I see, "Ted McGrath, number five partner." Out of five hundred partners at the number one life insurance company in the country.

Upon getting the news ... notice what I'm doing here now. I took you into the pit moment, and the pit was me on the kitchen floor. Every story has a pit. That's the power of story. Every story has a pit. Super profound, super powerful. You go into the pit ... it's the vulnerability, that vulnerable, dark moment on the kitchen floor where I had pause about sharing this with people. What would they think? I overdosed with drugs and alcohol. Is it accepted? What will people think about me? What will my family members think?

I went into this moment, and I can tell you, how many people this has inspired, and not just people with drug addictions, people who know people with drug addictions, and just people in general that have no alcohol issues or drug addictions, but have been in a pit moment, and felt like they were down and out in their life. They come to me, and they respond, and they say it's changed their life.

You might not know this about me, but I'm also a theater performer, so I do a one man show on this actual life story. I play fifteen different characters on stage for ninety minutes of my show. Today, I'm going to give you the three minute version, and the ninety second version, and the three to five minute version for teleseminars or webinars and maybe the eight to fifteen minute version for the stage. I do one for ninety minutes, so my Message to Millions live event, hopefully you're coming to that, and you claimed your tickets because you do have tickets to that event.

You have tickets to that event if you're a Message to Millions member, of course, right? You enrolled in the program. That experience that I had on that floor, I've taken this whole thing, and I've turned it into a ninety minute story where I'm an actor on stage, and it touches people. I do that the night before my Message to Millions live event. I can tell you, the response from people is so transformational because I'm willing to go into the pit. The pit equals transformation and vulnerability. I feel like if you don't have that, you don't have a story.

You don't have to dive off a cliff today and go, "I'm going all the way into the pit, and I'm telling everybody everything about my life." You can go phases into that because I started by talking about pieces and pieces.
Finally, my theater coach said to me one day, he goes, "Hey, Ted, what's the real story?" I thought this was a story about perseverance; a guy made partner and kept persevering. He says, "What's the real story?"

I thought about it for a moment and I go, "The story is about this guy who ... he just, his whole life he hasn't felt good enough, and he has a search in life for meaning and purpose. All along the way, he gets distracted, and he overdoses, and he thinks it's money. The money doesn't work. Then, he thinks it's status, and he goes for partner, and upon getting the news for making the number five partner out of five-hundred partners at the number one life insurance company in the country, upon getting the news, I'm thinking to myself, is this all there is to my life?"

I turn around that day, and I hand in my resignation letter at New York Life, and I never returned again. I decide it's time to move out to California; I'm going to become an entrepreneur. I move out to California and become this entrepreneur. I start up two businesses, and two years later I'm sitting on my couch, I've got my face in my hands watching my hundred thousand dollar Mercedes get towed out of the driveway. Sitting in my million dollar condo, and just got my third foreclosure notice in the mail, and I'm wondering, what the hell am I going to do with my life?

What's happening here is the breakthrough moment is emerging, but you'll notice what's going on here is I go to the pit of the overdose moment, and then I go search. I search, I make partner, the answer is not there. Status doesn't do it. Then, I search, search, search more and I become this entrepreneur, and I think that's the answer ... freedom, entrepreneurship. Then, I have two companies that are failing. I'm sitting on my couch, house in foreclosure, car getting towed out of the driveway, thousand dollars in my bank account, what am I going to do with my life? That's not the answer.

There's a search to my story. There's not just pit, and then all of a sudden, "Oh, incredible breakthrough. Amazing." That's not a story.

There's a search that keeps the audience going. Some of the audience thinks that status and power is the answer because that's where they are in their consciousness. They're going, "This is the answer. This is the answer." Then, they have a shift. At that moment, they go, "Well, maybe the goal of what I'm really going after is not the thing."

I take people on this search, and wherever they are, I meet them there. Then, I go to this moment, that's another search moment, and "Wow, what am I going to do with my life?" Entrepreneurship wasn't the answer, and that was the day that I get this email in my inbox, and it's this mad scientist on this video.
He's going, "Change your patterns, change your life, change your behavior." I'm looking at him like ... at this point, this guy looks like a lunatic, but I'll try anything.

I spend my last few hundred dollars, and I buy this program, and I click on the button. I'm watching this thing, and it starts taking me through this video, and I'm watching, and then all of a sudden, the process takes me back to six years old. I'm sitting there at six years old on the living room couch; my Dad walks into the living room, and now I see the truth. I see what my Dad really said that day. My experience of it was that he didn't love me, but I realize in that moment that my parents really have always loved me, there's nothing that I needed to do. I don't need to work hard to get love, I don't need to drink to feel good about myself, and a moment of realization. An instant, I fall down on my knees, and it's like a million pounds of unworthiness just falls off my shoulders. I start crying. There's just tears like Niagara Falls. I stand up, and there's this freedom of like, I just dropped a million pound weight, and I'm free for the first time.

That was the moment that it just comes through me. I want to help people. I want to make a difference in the world. I want to coach people. I want to speak. I want to inspire more people to transform their lives and make a massive difference in the world. I'm going to start with myself, and I'm going to start by standing for who I am. I went out that day, and I created my blueprint. That blueprint that I had been using in New York Life for years to sell insurance products, I just used it, and I took my life lessons from my story, of everything I had learned in my life, and the realizations I was having, and I took my life lesson, I said, "I was successful in sales. I could teach people sales." I put that down as step one in my blueprint. I said, "Well, I've also been successful in processes of envisioning what I want to create and achieving goals. I'll teach people the envisioning process and goals."

Then, I was having this transformation, this shift. I was like, "I now know the truth of life." There's a truth that I've realized that I can share with people. Maybe the path they're going down isn't the way they should be going. This breakthrough stuff that's helping me breakthrough, I want to learn this, and I want to help people break through.

I started to share this, and then I realize, "Wow, the story of my life and what I'm going through and this vulnerability and these realizations, I can tell my story, and my story will impact people. I should teach people about story." I started filling out my blueprint, and I went out after that, and I met with my first client, and I enrolled my first client. I made three thousand dollars at the time, and I got paid for my life experience and my life lessons.
In the insurance business, I had made tons of money, but I never paid for who I am. I never had this exchange of paid me for my value and my life lessons. I got paid for the first time.

If you've heard my story before, the story goes on, and I, of course, now get paid two-hundred thousand dollars per consulting client. Now I've got some arrangements now with people who are looking to bring me in at high levels and I'll take a piece of the company. I make multi-millions in my business, not only through one on one consulting, but seminars.

Then, also, I've created an amazing online marketing company, and so much so that I was a technology klutz and a marketing klutz ... that was my story for years. I just did a launch online; 1.35 million dollars in sales. I'm a best selling author now. I'm also the owner of a software company that's about to launch in 30 days now. That's an extraordinary thing.

My whole life has changed, and I have this new belief in myself. I'm going out, and I have this theater show that I'm performing all around the world, and I've performed it on massive stages, 400 or 500 people in Vegas. I've had these extraordinary results.

Notice what I just did there, right? I took you to the moment of the story. I took you through the search … search, search, search. I took you through a moment of breakthrough that appeared to be a breakthrough, like he makes partner. That wasn't the breakthrough, that was still the search. I'm unfulfilled because I didn't get status. I got status, and it didn't work. Then, I take you all the way on the journey of entrepreneurship. Like, entrepreneurship will free me. Then, I realize that's not it.

Then, I go deep inside, and I have this moment of transformation in my life. This moment of insight, of truth, that I am loved, I am good enough, becomes one of the core parts of my message.

Good Enough is the name of my theater show now, so one of my big messages in life is like, if you tell a story, and you look at your own life story, and you realize that you can look at your pit, and you can look at the truth of your life. You can come to this realization that you do have value, that you are good enough, that you are loved. People can understand their value and become coaches and take this blueprint that I teach in the next modules, and you can go out, and you can actually go enroll clients with your life story, your life lessons, your gift.

This whole inner transformation is the breakthrough. Then, from the inner transformation, the reality of action. In my story of my breakthrough moment, which is powerful ... now I'm going, "Okay, what am I doing with this realization?"
The realization is that my life lessons matter. My life story matters. I'm going to teach my life lessons to others and create a system that's going to help them thrive.

The blueprint becomes the system and the program and the coaching curriculum. I go out and get my first client at 3,000 dollars. My story takes you from inner transformation to action to first result. Not like, now I make millions of dollars. First result, I go get a client, and I make 3 grand. Most of my audience is looking to get their first client. Then, the ones who already have lots of clients are trapped and prisoners of the system that they got themselves into. Like, a lot of health practitioners, wellness practitioners, financial advisors. They're like, "I'm not going to pay what I'm worth." I go, "I'm now making 200,000 dollars per client." They're going, "Whoa, I should get some high paying clients."

Then, other people are like, "I want the one to many model." I go, "Now, I'm out in the world doing seminars." They're like, "I should do seminars." You see this, and I go, "Not only am I that, but I'm an entertainer." I'm doing a theater show where my art is coming out to the world, and all the artists and entertainers are like, "Wow, I could really get paid for my art and integrate it into my business model?"

Every aspect ... notice what I'm doing. The breakthrough is powerful; it's a moment, right? There's this moment where I see myself at six years old. A breakthrough moment is always a moment. If you make it a chain of events, and you just go, "I had this breakthrough, here's my results," doesn't work. A breakthrough is always a moment.

For me, and I see myself at six, and I see the truth of my life that my parents really do love me. That's the breakthrough. Then, boom, a million pounds of unworthiness. That's the inner breakthrough. Then, I take you to an outer breakthrough. For me, there's 2 breakthroughs because people want results in the physical world. I go, inner breakthrough. Boom. Realization. Truth. Outer breakthrough, boom, first client, $3,000. Make sense?

Then, I start dropping credibility, right? Boom, boom, boom, boom, boom. It's like, credibility, boom, boom, boom, boom, boom. Right? Best selling author, 200,000 dollars per client, multi-million dollar business, software company, traveling the world. Now, I'm in a relationship now also. I've never felt worthy of being in a relationship. I was in a relationship for two years, and my sweetheart, I love her, she's amazing. It's the woman of my life, and now I've had this transformation, too.

I'm sharing this with you. I would be sharing this with my story as well. I have a lifestyle family business. My parents come to my seminars. My brothers, my cousins come to my seminar, come to my show. Like, my life is transformed. Boom. Boom. Boom. Credibility. Credibility. Credibility. Credibility.
Notice my credibility is not just on one dynamic of my life changed. It's on all my different dynamics of okay, my relationship changed. Found love. My family life changed. Found peace with my family, connection with my family, travel with my family. Closer than we've ever been.

My group has changed, right? Now I'm out in groups, and I'm more connected in groups. I'm part of groups now where I felt like I couldn't be part of groups before. My desire to make an impact to mankind has changed. I'm working with celebrities now. I just had a meeting the other day with this woman, who is a celebrity, she's an actor, and she's a huge believer in helping solve this problem with sex trafficking. Now, I'm working on causes with people, social causes that help mankind. Notice, boom, boom, boom, the impact.

To showing people that in my credibility drops, are showing people the escalation of what true fulfillment is, which is not just one on one, and my life changes, and I made money, and now I'm doing something I love. To me, that's not the ultimate fulfillment. Most people think it is. I do what I love, I find my passion, and get results. My life will change. Well, I was doing what I love and getting results and I was still miserable.

It's only when I found out this connection to people on a higher level, and connection to relationships and groups and making a difference to mankind. That created the ultimate fulfillment for me.

Notice what my story does. Recap, right? Pit moment ... excuse me, call moment. The moment of the call. Call creates the dilemma in the story. Right now you can pause the video if you want and write down what's the call. What's the call moment for you that calls you into ... there's actually a story because there's a dilemma. Then, there's the pit moment where now you're in the pit, and it's like, "Holy cow, the dragon is down your neck breathing. Will this character ever make it?"

Then, we go on the search. Search, search, search, search, search, search for the answers. The solution to this unlovableness, this not feeling good enough, this unworthiness. That's the central thread in the story. Every story should have a central thread. Notice at my call moment at six years old, there's a thread of, I don't feel good enough. My pit moment, the result of not feeling good enough is overdose ... my life overdose, almost dying, not feeling good enough. In that moment of dying, shame creeps in. What are my parents going to think? Not good enough. In the call. The six year old divorce. Pit moment, overdosing, result of not feeling good enough. Search to try and solve the feeling of not feeling good enough. Money doesn't make me feel good enough. Status doesn't make me feel good enough.

Becoming an entrepreneur and gaining what I though was freedom doesn't make me feel good enough because I was playing the wrong game.
Then, finally, transformation of the core problem of not feeling good enough. Shift, now I feel good enough, stand on my value, do something that impacts humanity, becoming a coach, result, transformation. Not just inner transformation of feeling good enough, outer transformation. Go get my first client, build on that transformation, result, result, result, but elevated results.

Call, pit, search, search, search, breakthrough moment, inner breakthrough, outer breakthrough, go get client, additional add on results, results, results, credibility, credibility, credibility. Extending, expanding beyond one dynamic of me as a person, relationships, groups, mankind, planet, boom. Hell of a story. Powerful stuff, right?

You get this. This is good stuff. Now, what you're going to do, is pause the video, design your story right now. You're going to go through these motions. There's worksheet down below here, and you're going to go through the motions and follow along and take notes on this. You're going to answer questions. Like, number one: what was my call into my story? Number two: What is my pit moment? Number three: What are my search moments? Number four: What is my breakthrough moment? Number five: What's my inner breakthrough? Number six: What's my outer breakthrough? Number seven: What's my extended credibility breakthroughs, not just for me individually, but for my relationships, for my groups, for mankind, for the planet. Boom, boom, boom, boom, boom.

You got a hell of a story from this. I don't know anybody who is teaching this at this level, and what you're about to experience in the next video is going to be game changing because now we take the story, and we pull the lessons out. From those lessons, we start to create your program. Lesson 1 is step 1 of your program. Lesson 2 is step 2. Lesson 3 is step 3. Then, we start to create the lessons to your program so you get to see that your story is actually creating your product and program.

Amazing, right? Then, I'll show you a technique in the next video too that shows you how to take your story, and of course before you create your program, you need to know your central message. Story, create central message, story, create your program, and within all of this, how to utilize story in a networking session to actually invite clients to a client strategy session so you can actually get a client. Powerful, right?

This is the video to design the story. I know we're doing the work right here, and now what I want you to do is to go watch the next video right after you do this work. Watch it today because I want you to go out and start getting your first client appointment, if you haven't gotten it yet. If you're already established as a veteran, you're not going to get your first client appointment, you're going to get your next client appointment. Use this, and I guarantee you your value and your attraction power is higher, so you'll attract more clients.
We're here in phase one of attracting clients, and then we're going to move into creation of product and program. Then, enrolling clients. We're going to get you results. That's the purpose of this program is my promise to get you results, right? Getting results means creating a story as a result. You didn't have one before, you get a result, but you gotta do the work otherwise there's no results, right? Going and telling a story to a human being and having a meeting is a result. If you don't pick up the phone, I can't do that for you. If you don't send email, I can't do that for you. You're responsible for your results. You gotta take the actions. I'm responsible for teaching you.

All right. Okay. This is the end of the video. Do the worksheet, go through it, I'll see you in the next video where we get into message, life lessons for your program, and booking client meetings so you can attract clients, and actually get clients. See you in the next video.