STORYTELLING INSIGHTS

Speaking CPR

Capture Your Moments

Welcome to a critical step in your storytelling journey - The Discovery step.

A common question coaching clients ask is, “What are the popular subjects?’

On the surface, this seems like a reasonable question. If you can discover the hot topics, especially those that people will pay for, why not talk about those?

Dig a little deeper, though, and you’ll discover that this is not the best method to choose your topic.

Why?

Think about a presentation you’ve heard where the speaker clearly wasn’t an expert, or didn’t present with a lot of passion. Did you get the full benefit of that talk?

Probably not.

An expert, or someone with a deep interest in the subject would’ve been a much better choice to present that material.

The key to uncovering your subject matter — your storytelling ‘gold’ — is to review the moments which have most impacted your life.

One of the best pieces of advice about choosing your subject comes from Mark Brown, the 1995 Toastmasters World Champion of Public Speaking.

He asks the question, ‘If this was your last day on Earth, what advice would you want to share with a favorite child in your life?”

That’s a powerful question. It’s an equally powerful exercise.

In the five-step process that follows, you’ll uncover your most important and influential moments. You remember these moments for a reason because they’ve had some type of impact on your life. You’ll build your stories around these moments.

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In your storytelling file, create five columns. Record the following information in each:

Column One*:* Record the **memorable moments** in your life. Don't edit at this point, simply record them. Examples of this could be:

- The time you made the big error in the game
- When you weren't picked to be the captain of the debate team
- The day you were awarded with salesperson of the month

These are the foundational events for memorable stories.

Column Two: Write down the lessons learned from those moments. Examples of this could be:

- *The Importance Of Persistence*
- *How Failure Can Lead To A Bigger Success*
- *How Spending Money Wisely can Create Good Habits*

Add to this list by asking friends and family the most important lessons they've learned. Some of them may resonate with you.

Column Three: Record the emotions created by those stories. Remember the six common emotions:

- Happiness
- Anger
- Sadness
- Disgust
- Fear
- Surprise

Your experiences may have triggered one, two, or all six of these.

Column Four: Record the characters involved in each experience. Note that characters don't always have to be human beings. Animals or inanimate objects like books or cars can be 'brought to life' to play a crucial role in your story. If someone or some object is important to selling your message, include it in this column.

Column Five: Write down the change or transformation that occurred in your life because of the experience. This is crucial to your story if it is going to have a lasting impact. Without change, the story doesn't provide benefit to your audience.

The types of changes you or other characters experience could be endless. An illness could have changed the amount of time you spend with family or friends; a job promotion may have changed your view of persistence; or a bankruptcy could change the way you view handling money responsibly.

You now have the first version of one of your most important speaking tools, your ***Story File***. This file will be a source that you continually refer to and use to create your most impactful presentations.

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One key suggestion for you is to continually add to this file. Long-forgotten moments will come to mind at unexpected times. Those that *were* important now could have less impact. Some which currently don't have impact now may become meaningful later.

Your work this week will be more in-depth, but well worth the effort because this is a foundational step. This file will become a source which you can refer to when you have a last minute request to speak, you need in-depth material for a keynote address, or maybe you're looking for a topic for a speech contest.

ACTION STEP: Create the first version of your Story File. Use the five-step process discussed this week. Ask others for their input; be open to new ideas as they come from your memory and from outside sources.

Featured Resource

Ready To Save Time, Energy and Frustration While Amping Up Your Presentation Game?

Storytelling is key in business – it gets you noticed, opens doors, and builds a loyal fanbase.

But let's face it, it's easy to get it wrong with so much conflicting advice out there. Miss the mark, and it could cost you big time.

That's where online mini-course "Storytelling Mastery" comes in. This isn't just another course. It's your ticket to give you insights into the benefits and common mistakes people make.

Employ these insights and audiences won't just hear you, they'll **remember** you.

Here's what you'll master:

- The Seven Benefits of Effective Storytelling: These are the real **game-changers**.
- The Seven Common Mistakes: Avoid these and **stay ahead of the curve**.
- The Three Storytelling Myths: We're busting these wide open and giving you the **profitable truths**.

With "Storytelling Mastery," you're not just learning; you're transforming into the storyteller everyone wants to listen to.

Ready to use your stories to make a greater impact?

Get started here: **CLICK HERE**

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Raving Fans

*"Michael's coaching sessions were amazing! I **learned more about storytelling in six weeks** than I have in my last 16 years as a speaker. Michael gave me the skills and confidence to speak to an audience of over 3,000 people."*

~ Michael Pope
Certified Maxwell Trainer and Speaker

*"Your presentation on TED talks was the **very best I have heard** on the subject. Congratulations on a **content-rich, superbly-presented** program."*

~ Patricia Fripp
NSA Speaker Hall of Fame, Executive Speech Coach

***"**Thank you for your presentation. It had an outstanding turnout. I received an **unprecedented amount of extremely positive feedback** on both the program content and the way you presented it.*

*Through your efforts our members have gained important knowledge and **expanded their project management skill sets**; which ultimately serves to **improve project management** at AT&T".*

~ Terri C. Kidd, ATT

*"Michael Davis was **one of the best coaches** I ever worked with. I would recommend Michael, as a story and speaking coach to **anyone with a high stakes talk to give.** Michael will help you take your speech from **good to great!**"*

~ LTC (Ret.) Scott Mann
Green Beret, TEDx Speaker, Author, Speaker, Trainer

*"Michael session helps you gain clarity on your presentation and your entire message. His points are **valuable, easy to understand and quick to implement**. Watching his session was a **master class on how to give a presentation**."*

~ Jody, Ohio Real Estate Investors Association