

Let's

find your signature story.



TO SPEAK YOUR STORY

THE
find your
signature story
WORKSHOP



PART ONE: WHAT IS A SIGNATURE STORY?



PART TWO: YOUR MOVING MESSAGE



PART THREE: FINDING THE STORY



PART FOUR: THE MOMENT & THE MEANING



PART FIVE: PUTTING YOUR STORY TO
WORK- YOUR NEXT STEP

PART *what is a signature story?* ONE

STORIES ARE THE MOST
POWERFUL TOOL WE
HAVE AS AN
ENTREPRENEUR &
CHANGEMAKER
if we know how to use them

a signature story can:



HELP YOU CONNECT

"I feel like I know you."



ESTABLISH AUTHORITY

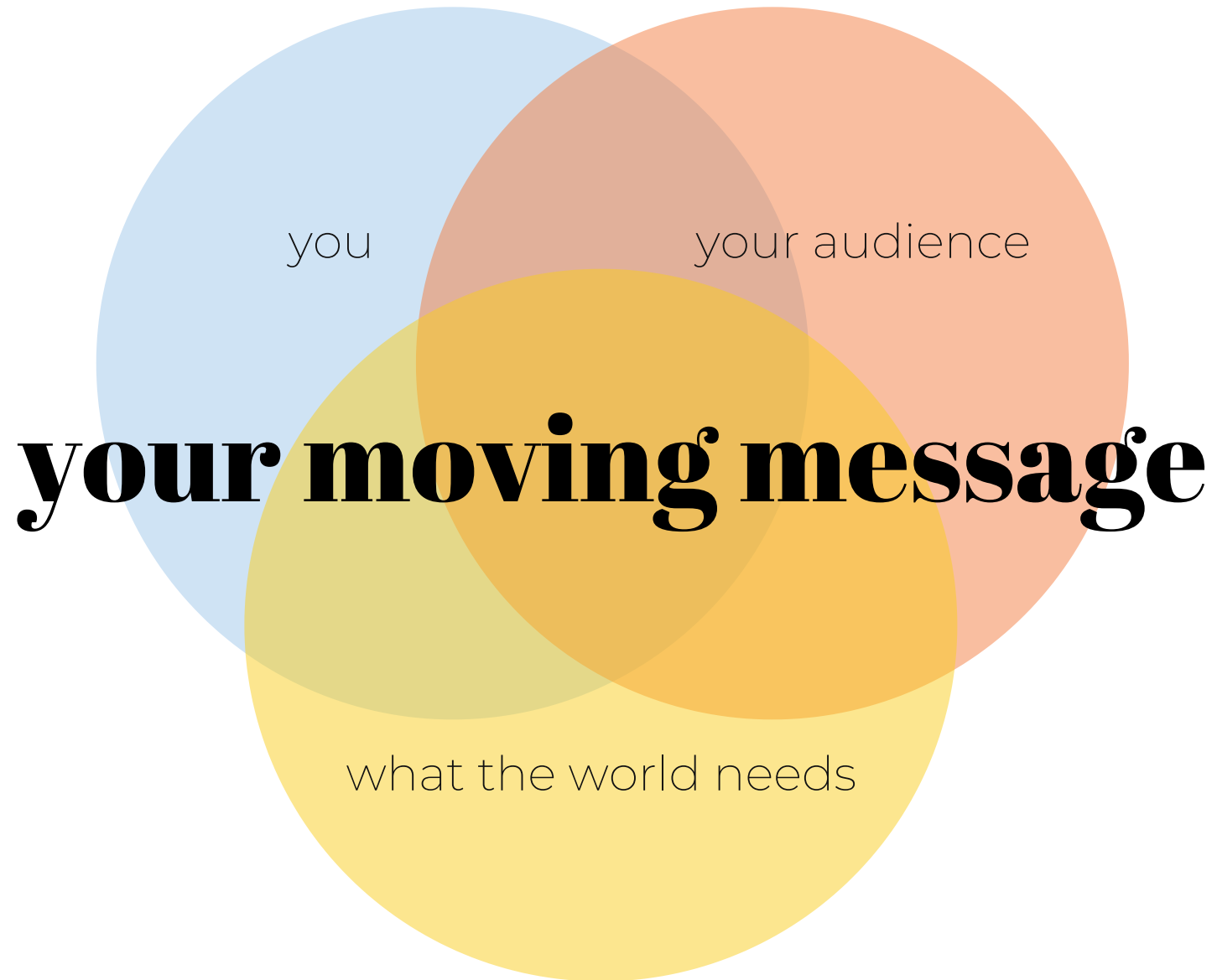
"I want to learn more, and I trust
this person to guide me."



GROW YOUR BUSINESS

"I feel like I know you - I trust you -
and I'm ready to buy."

PART *your moving message* TWO



you

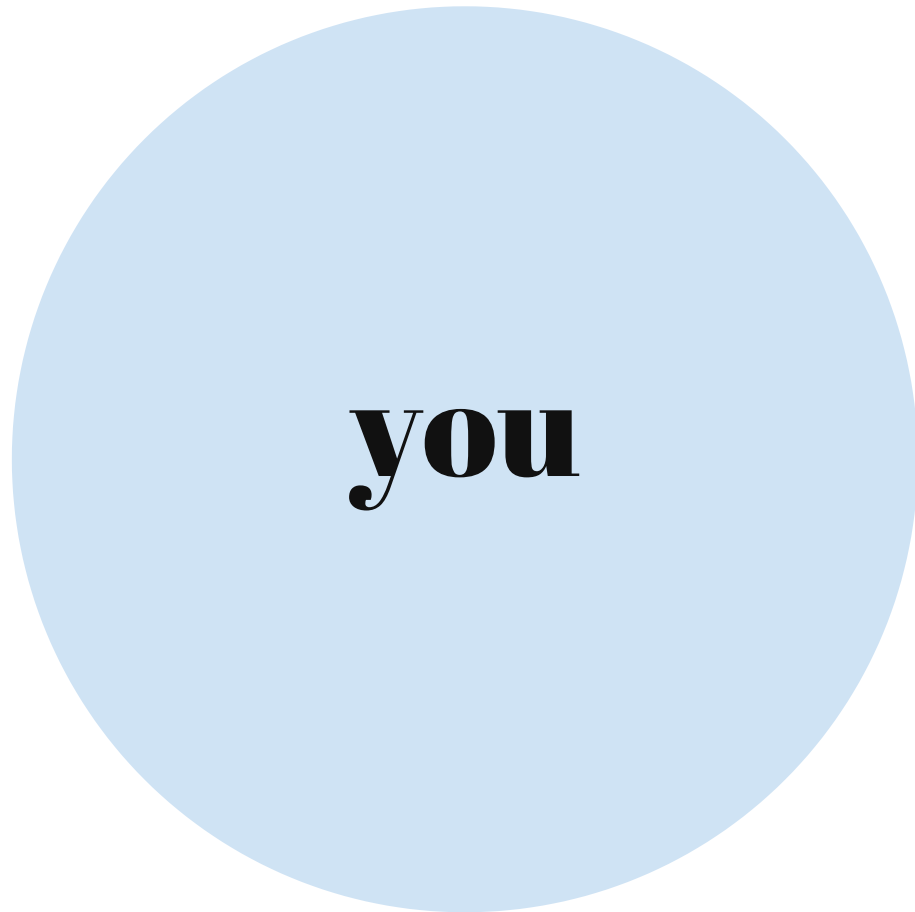
your audience

your moving message

what the world needs

your point of view:

**What makes you different
compared to your competition?**



We are looking for **DISTINCTIONS**.

WHAT ARE YOUR PASSION POINTS?

WHAT PISSES YOU OFF ABOUT YOUR INDUSTRY?

WHERE DO YOU/THEY NEED TO DO BETTER?

who is your audience?

empathy

WHERE ARE THEY STRUGGLING?

not sure yet? WHO DO YOU LOVE WORKING WITH?

basic psycho/social

WHO ARE THEY, GENERALLY?

WHAT THEMES HAVE YOU FOUND?



your audience



let's put them together:

How can you - in particular - help your audience with their particular challenges?

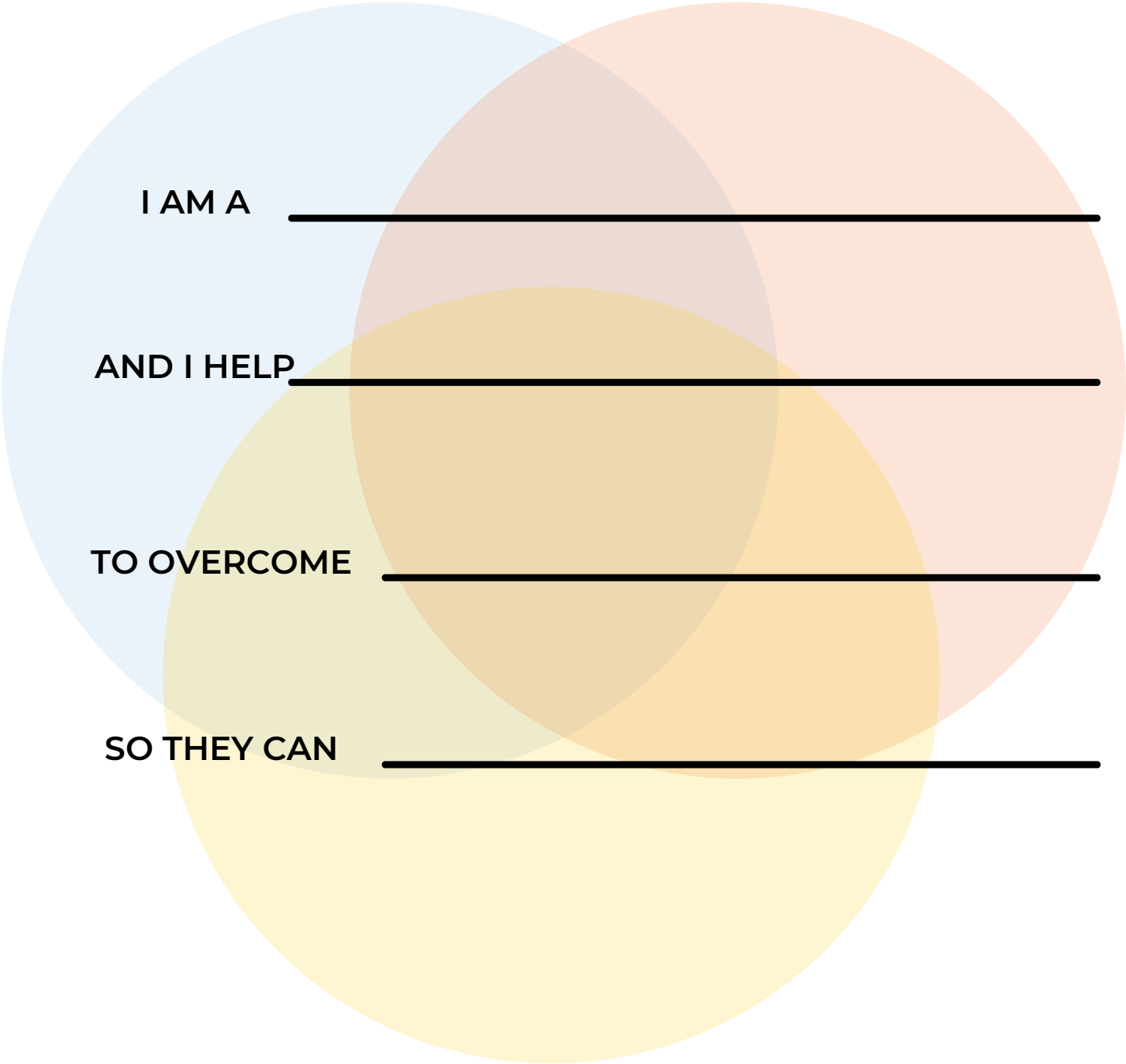
the needs of now

let's place your business and purpose into the needs of now

WHAT'S HAPPENING IN THE WORLD RIGHT NOW THAT YOUR
BUSINESS OR IDEA ADDRESSES?



what the world needs



I AM A

AND I HELP

TO OVERCOME

SO THEY CAN

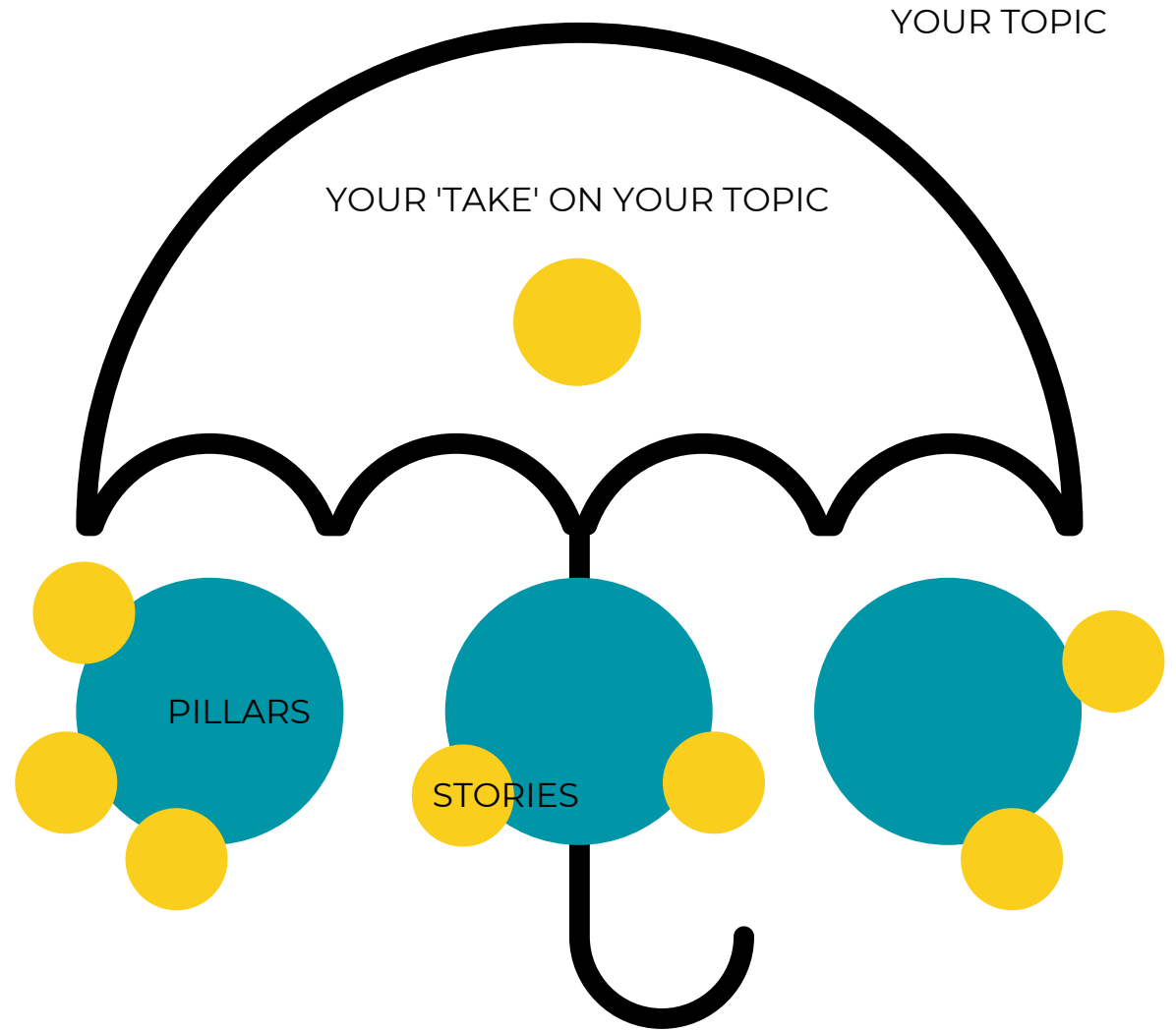
PART
finding a story
THREE

story
TYPES

- ORIGIN STORY
- EVERYDAY STORY
- CUSTOMER STORY

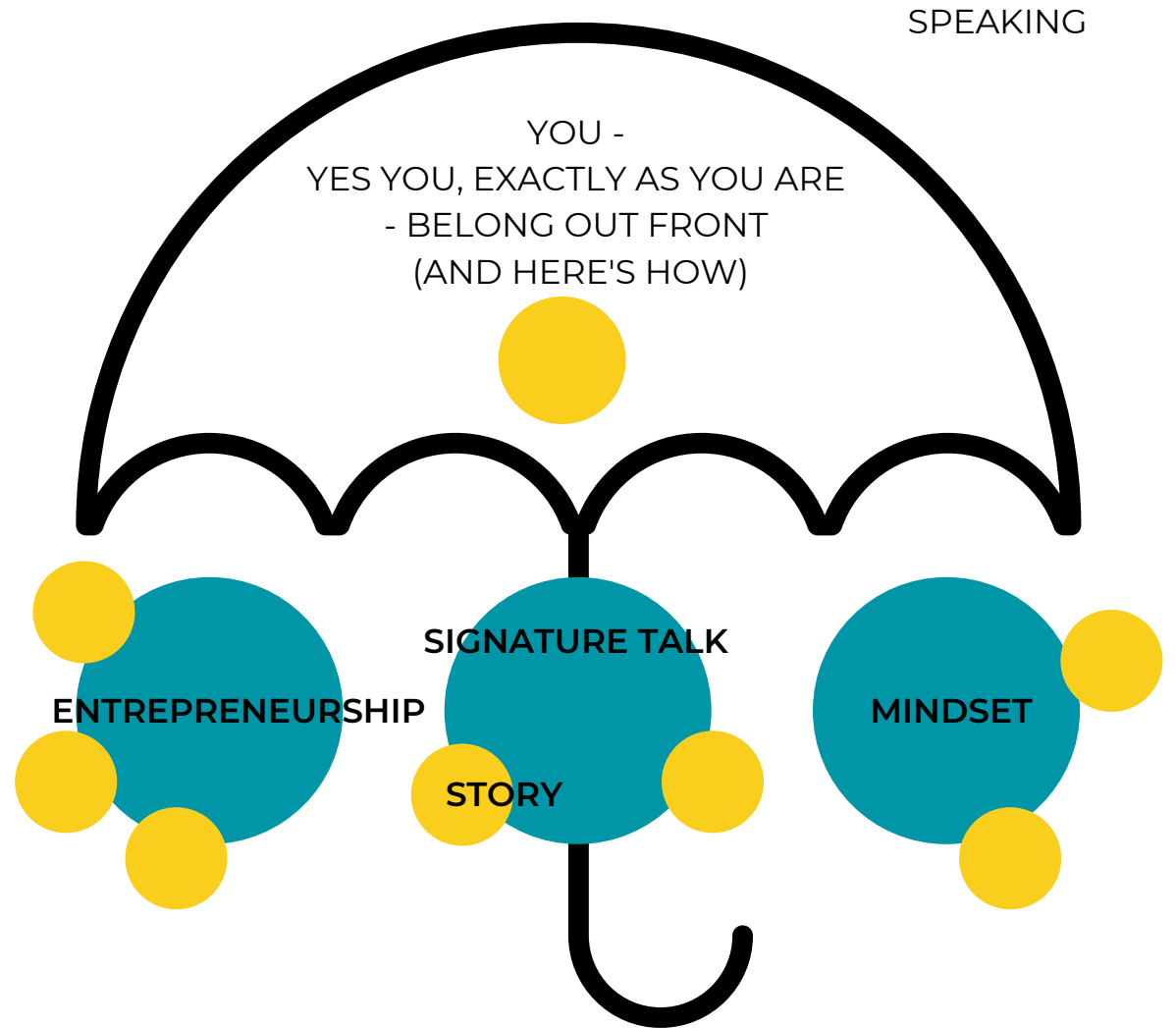


message HIERARCHY



message HIERARCHY

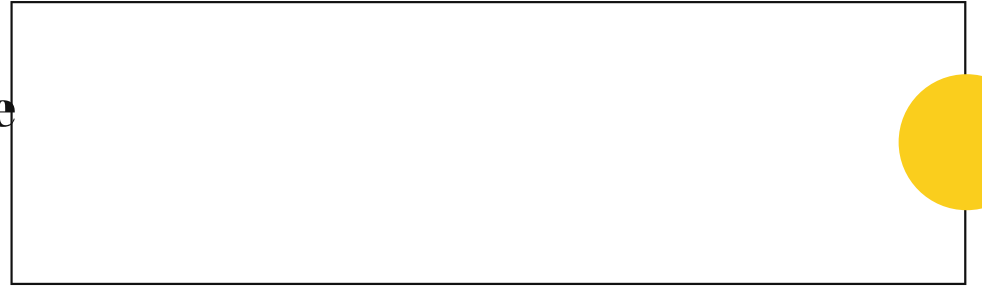

for example!



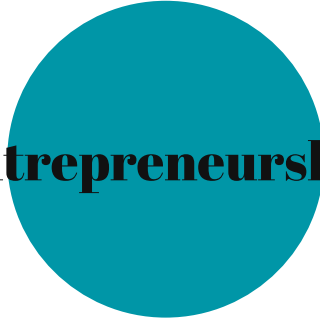
brainstorm

STORY MOMENTS THAT
RELATE TO YOUR
PILLARS

**my take on the
topic:**



entrepreneurship



stories



fears/mindset



brainstorm

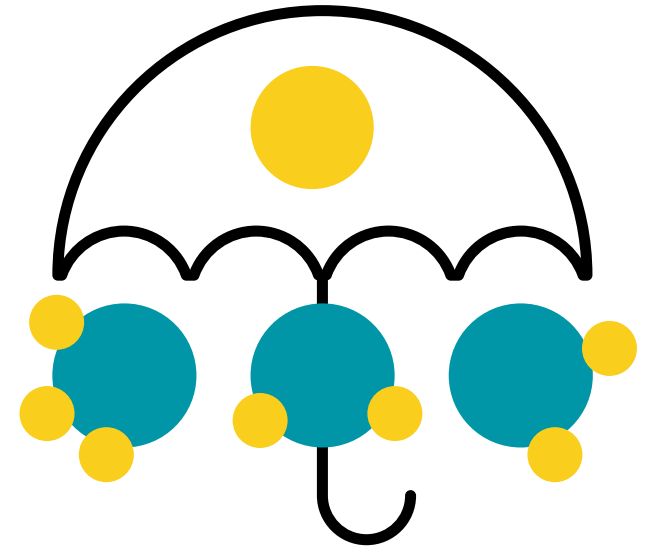
KEEP IN MIND:

ONE STORY CAN HAVE MANY USES

DOESN'T HAVE TO BE ABOUT YOU

DOESN'T HAVE TO BE ABOUT YOUR TOPIC!

(though it does have to relate back to it)



food for your thoughts

WHAT'S MOVED YOU RECENTLY?

BEFORE - AND AFTER. WHAT HAPPENED?

A MOMENT THAT MAKES YOU LAUGH.

WHAT'S AN AHA MOMENT FROM YOUR LIFE?

WHAT ARE THE STORIES YOU'VE TOLD BEFORE?

A MOMENT WHERE EVERYTHING CHANGED...

THE MOMENT YOU DON'T WANT TO SHARE

WHAT WOULD YOU SHARE IF YOU WERE BRAVE?

LET RISK BE YOUR COMPASS...

PART *the moment & the meaning* FOUR

SALLY-Z.COM | © 2022. REMOVED by SALLY Z

signature talk studio sneak peak strategy!

STORY



A MOMENT

THE STORY

signature talk studio sneak peak strategy!

PERSUASIVE STORY



A MOMENT

THE STORY



THE MEANING

WHAT THE STORY MEANS

good persuasive stories:



START WITH STORY

TALKING BEFORE THE STORY IS AN UPHILL BATTLE

MAKE IT ABOUT ONE MOMENT

IT'S NOT A SUMMARY OF AN EXPERIENCE; IT'S A RE-TELLING OF CAUSE & EFFECT

MAKE IT PERSONAL

YES, EVEN IN BUSINESS.

MAKE IT REAL & RISKY

DO SOMETHING WITH THE MOMENT

PART *put your story to work* FIVE



what's next?

HOW DO I USE MY SIGNATURE STORY?

why

connection
visibility
sales
growth

Signature
talk studio.

BE SEEN : BE HEARD : STAND OUT

where

podcasts
live videos
social media
keynotes
workshops
courses
emails
About pages...



opens officially march 10th
BE ON THE LOOKOUT!

We've taken the first step together.
You could skip Module 1 - and hit the
ground running!

bemoved.com/joinsts

The future belongs to
those who believe in the
beauty of their dreams.

ELEANOR ROOSEVELT