

YOUR 7-STEP STORY GUIDE



Empower your business through these strategic story techniques, and build your impact NOW!

by Lynn Sanders

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Bringing Your Stories To Life!

THE DIFFERENCE MAKERS MEDIA STORY

Your story matters.

It's your brand. Your message to the world.

Your story reflects who you are, and ultimately connects us at a deep level. It can transform lives.

To make a difference in the world, it's essential to convey your story clearly. Clarity attracts the ideal clients, funders and supporters. You'll want to carefully craft your story so your audience wants to learn more. That's the purpose of this guide. To boost the power of your story.

My mission is helping you make a difference through the power of your story.

As a busy entrepreneur for over three decades, I've witnessed how my video stories live on far beyond the printed word. One video helped double a camp's summer enrollment. Another video story attracted supporters worldwide to donate to my crowd-funding site, which covered the costs for the illustrator of my children's picture book, "Dancing With Tex." A video interview with a sound healer resulted in over 3000 hits, and our program keeps attracting attention! Three years later!

Indeed, our stories are valuable in countless ways, so it makes sense to learn how to strategically create, tell and share them. Right?

There's no time like the present to get started. The world is waiting to hear from you! Go for it!



Focus On Your Target Market

Who is your audience? Where can you find them? What are their traits?

The more narrowly you define your ideal prospects, the better!

It's a known fact that you'll get 80% of your business from 20% of your contacts. To save energy, focus on those 20% who need your help.

What's one concern that you solve for your target market? Describe how you help others. Use words that relate to their concerns.

You focus when you...

- **WRITE and POST messages from your heart.**
- **ATTEND networking events where your target market gathers.**
- **SURVEY prospects. Do they want what you're offering?**
- **ASK clients for referrals.**
- **TEACH by focusing on what you do and how you deliver results.**

People need to hear how you can serve them. Step out. Be courageous. People are waiting for you to take action!

Story Example:

While interviewing the CEO of a local nonprofit, I realized the importance of bringing more of their stories into the media. After a conversation, I began serving as their publicity consultant. Conducting interviews, writing stories, and pitching the media, we attracted significant attention to their work on Chicago's west side. Our publicity ultimately resulted in a front-page story in the Chicago Tribune, along with a \$100,000 donation.

When you find your perfect client, magic can happen!

TIP#2

Reveal Your Reason “WHY?”

Everyone has a reason for doing what they’re doing, right?

But how many know the reason BEHIND your passion?

When you reveal your personal story, you’re building rapport. You’re deepening your relationship with your audience. You’re connecting to their heart. I call it your USP – Unique Story Proposition. What makes you unique? Your story!

To bring your story to life, begin by considering WHY you do what you do.

What motivates you?

Here’s an example from my story:

My world radically changed at the end of 2004.

In eight weeks, three precious people suddenly passed away. I was devastated.

Coping with both mental, emotional and physical pain, I was at the depths of despair.

Fortunately, with a great deal of support, I eventually healed. I awakened to a new reality. I wanted to live life with more purpose. To make a difference in the world.

Time became more precious. I realized we only have so much time on earth. That new awareness propelled me to focus my energy on creating, telling and sharing stories that inspire people to live at their highest potential.

Let people know how strongly you feel about your mission.

Your thoughts, words and actions vibrate with energy. Like energy attracts like. Your story carries a power all its own!

TIP #3

Build Trust

Before people can know, like and trust you, they want proof that you can deliver results for them.

Show your knowledge, experience, and capabilities.

Share your credentials. Be confident in talking about your skills.

To demonstrate your credibility, here's what you can do:

- *Get testimonials from satisfied clients. If you have a written testimonial, do your best to include a headshot from your client. People gravitate towards images.*
- *If possible, get a video testimonial. A phone can be used as a camera to quickly capture a positive image. We also use online video programs, like Zoom, Google Hangouts On Air, or BeLive.TV to record a message.*
- *Include a news story about your services or products. If you don't have any media coverage, talk to us about how to get featured.*
- *Incorporate logos from media channels that have featured your story.*

Past achievements pave the way for future prospects to say "Yes!"

TIP #4

Identify The Change

The essence of every memorable story is change.

What do you do to make a difference?

Describe the “before” and “after” effects of how you or your client changed during your story. What adversity had to be overcome? What breakthrough occurred? What did you learn from your story?

A story without change is not a story; it’s simply a recitation of facts. No one wants to listen to facts.

A great story moves through a process called, “an arc.” You’re taking someone on a journey.

To be compelling, your story must demonstrate a transformation. The more emotional, the better.

Once you’ve demonstrated change through your story, your audience will be eager to learn more.



Share What You've Learned

Every good story has a lesson. What have you learned from your journey? As the hero in your story, if you haven't taken your readers, listeners, or viewers on a journey, you won't attract clients to you.

**To build your story, here are simple guidelines.
First, identify your calling. What do you feel compelled to do?**

Next, what adversity did you have to overcome? This can be referred to as, "The Pit." Dealing with the "pit" reflects our vulnerability. And showing vulnerability is actually powerful. It makes you more authentic. So – What's your pit?

Then, what search did you embark on to get out of the pit? Share what you did that builds suspense for your audience. This search proves that you've uncovered answers to dig your way out of the problem. Now, you're qualified to teach others.

What's your search?

Last but not least, your story must have a breakthrough. How did you finally get out of the pit?

What's your breakthrough? You want this to be a personal message. Having a breakthrough means getting results that have affected your life. Now you're ready to share that lesson.

What's your breakthrough?



Get Interviewed -- Or Be Your Own Host!

What better way to demonstrate your expertise than being on-camera for an interview or hosting your own video program?

Being featured as a guest on an interactive livestreaming video program reinforces the importance of your expertise. When others recognize your value, you'll naturally expand your following.

As the host of your own online program, you'll also make connections beyond the printed word. As you invite guests into a program, their followers are suddenly getting to know you too! A win-win!

Key advantages of a live streaming video interview:

- **Engage personally with your target market.**
- **Respond to your fans immediately.**
- **Leverages your time. Your video can be watched forever.**
- **Gain expert status as the guest.**

Before going on-camera, you'll need to prepare. Decide ahead of time about your key message. Let your host know the questions you'd like to answer. If you're the host, ask your guest what questions to ask. Make sure your area is quiet, with proper lighting and sound. Check your background too.

Story Example: *After an interview, our entrepreneurial guest was invited to speak at a public event. She reached over 500 people! She made many new business connections from that original interview!*

If you haven't stepped out in front of the camera, go for it!



Expand Your Influence By GIVING!

We make a living by what we get. We make a life by what we give.”
~ Winston Churchill

There’s a saying that I love, “People don’t care how much you know until they know how much you care.” Great stories demonstrate our value.

The MOST engaging way to expand your influence is by giving your time and attention to others. In order to build authentic relationships, where people really care about you and your stories, you need to take time in sharing THEIR stories, comments and messages.

Take time on social media to “like,” comment or forward someone else’s information.

Send an email, connect in person, remember someone’s birthday or special occasion.

Keep your word. Connect people who can help each other. Take time to be of support. Devote 80% of your time in promoting OTHERS on social media. And only 20% on promoting yourself.

Watch how good things come back to you.

When you give of yourself first, people want to reciprocate!

CLOSING

Congratulations! You've taken a great step in bringing your stories to life.

Now that you've finished this strategic story guide, what's next?

From my experience, the best way to move forward is having personal guidance. And then you'll need to take action.

Are you serious about making a BIG impact through your stories? Then let's get started!

When you contact me, I'll send you a Difference Makers Story Assessment. You'll also be invited to join me for a complimentary 15- minute Strategic Story session.

What's your vision? What challenges do you face? What do you hope to accomplish within this year... or in the future?

I promise to deliver relevant strategies to build your impact. Sound good?

After that, it's up to you to see if you'd like to take advantage of our strategic consulting, writing or online live streaming interviews.

When you contact me, I'll also ask that you fill out a brief assessment. It makes our time together more productive.

Here's a link to schedule your session: <http://bit.ly/Lynn-Calendar>

**To Your Success,
Lynn Sanders**

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