

The Art of Strategic Storytelling

with tips from the master of
storytelling, Kindra Hall

SELF MADE

PODCAST WITH JESSICA HERRIN



Hi Friend!

I am so proud to share with you this guide, "The Art of Strategic Storytelling." In Episode of 16 of my podcast, Self Made, I am honored to have interviewed the incredible Kindra Hall. On the show, she shares her powerful gift of storytelling and gives us simple steps to develop the skill and how to use it on the journey to becoming Self Made.

Frankly, getting good at selling is critical to growing your business. If you want to create more and manifest more in life, using storytelling to explain benefits and create a relatable experience is a powerful tool.

Storytelling is a skill you can develop with practice, and this little guide is an excellent tool for you to remind you of the elements of a great story.

So, let's get practicing and make it one of our intentions on every single sales conversation and grow together!

xx,

Jessica

3 PARTS TO A STORY

NORMAL, EXPLOSION, NEW NORMAL **MOVE OVER BEGINNING, MIDDLE & END!**

You want to take your audience on a journey. The anatomy of a story is about being really intentional about what you say from start to finish.

NORMAL

The normal is the most essential part of a story and the place where most stories go wrong because it is often the part that gets left out! The "normal" is where you set the scene, introduce the problem and draw people in. If you aren't intentional about developing the "normal," your listener won't care about the pay off in the "new normal." We need the normal to find out WHY we want to change.

EXPLOSION

The moment something happens. So, for example, it is a moment that you saw or experienced something happening, or the moment you said yes.

NEW NORMAL

This where you share the RESULTS, meaning all the great things that happened as a result of using the product or signing on for the service.

IMMEDIATE STEPS TO START PRACTICING STORYTELLING

START SMALL, BE INTENTIONAL

Pick your platform whether it is a one on one sales conversation, an IG Story or a meeting -- all of these are opportunities to use storytelling.

#1

Think about the message you need to deliver in the next couple of days.

#2

Be clear about who the audience you need to deliver this message to.

#3

Think of a time in your life that you saw this message in action.

#4

Marry the message you need to deliver with the time that you saw this message in action and tell your story!

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"STORIES ARE
YOUR
SECRET
WEAPON TO
CAPTURING
YOUR
CUSTOMERS
ATTENTION"

- KINDRA HALL