



LIFE COACH UNIVERSITY

Life Coach University
Week 10: Storytelling

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It's so important that we understand that we must embody our coaching business in every single way. A huge part of embodying the work is being able to effectively articulate your message in a way that inspires others to take action in their own lives.

The art of storytelling

Storytelling is probably something that you've done quite naturally for a very long time without knowing that it's one of the most important elements of business. Every brand has a story and that's what people buy into. Strong brands understand their audience, their pain points and how to speak to them in a way that converts them into a client.

Three storytelling secrets that will help you to effectively reach your audience are listed below:

Storytelling Secret 1:

Evoked the minds of your audience: People don't care unless they feel like they're there. If you are able to articulate vision in your speaking and storytelling, your audience will be more inclined to buy-in and buy.

Storytelling Secret 2:

Speak from within the experience: As you sell the story, speak about your personal experiences of transformation and how the impact shaped you. Our attitudes and beliefs are being shaped by all of our experiences every single day. The way that you tell the story of your experiences, positions you as the expert on a particular subject.

Storytelling Secret 3:

Start with the end in mind: Knowing WHY you're telling the story will help you to create the pathway that chooses which visions you cast for your audience to be there and which experiences you share that will resonate with them.

(Review [3-storytelling-secrets-for-public-speaking](#) to study details of each point listed above)

As you develop a strong elevator pitch and signature speech for your brand, you want to keep in mind that your pitch is a story and not a sale. Relieve yourself of the pressure that comes with selling things and know that you are sharing your story because it matters. And the person listening to it also matters.

5 Other Key Elements to keep in mind when speaking publicly about your mission and telling your story is delivery, body language, tone and eye contact.

You want to be sure to:

Challenge Fear:

When we talk about going into the conversation with the end in mind, we want to visualize and expect a positive outcome; whether that be to convert a client or transform the minds of a massive audience all at once. To be more laser focused on the goal, know what your mission is before sharing your story on stage, online or in an elevator pitch.

Break Bad Habits:

Your tone of voice, body language and eye contact will play a huge role in your ability to build trust with your audience and create the intimacy that allows them to connect with your message.

Share relevant Information:

Yes, this is your story but the audience will be a factor in how you deliver your story each time. Some elements may be removed, some may need to be added. But making small alterations so that you're tailoring your message to the audience helps you to be effective under any circumstances.

Homework

What's your story?

How do you want to deliver it?

Who are you delivering it to?

What do you want them to feel?

What action do you want them to take?

What do you want to accomplish with your story?