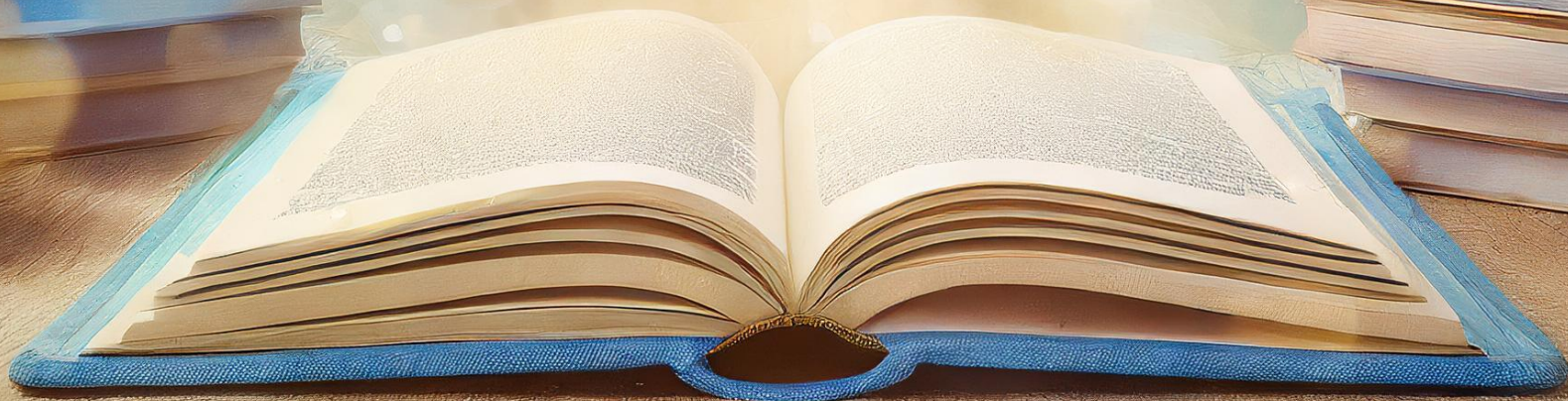


# *your* **SIGNATURE STORY**

**Story – Teach – Tool  
Workbook**

by Jennifer Henczel





**Listen to episode 3 of our Elevating Show podcast for more information about using each of these 3 story themes (link above). Think about stories from your life that fall under each theme. Note them in point form under each theme:**

Overcoming Adversity:

---

---

Achieving Accomplishments:

---

---

Amazing Adventures:

---

---





# Teach

Listen to [The Inspiring Show podcast episode #3](#) for more information about creating your learning points and how to be inspiring.

Stories will help establish your expertise on a subject, and as a leader. Using stories when teaching and training to make your steps, tips and points more memorable. In point form, recall some stories can you use in your teaching points to better illustrate your topics:

---

---

---

---

---

There are two ways to share the knowledge you have:  
You can push the information out, or you can pull people  
in with a story.

Knowing your audience and understanding their mindset  
can also help you to be more engaging. Here are some  
questions you can ask to reveal this information:

What problems or challenges does your audience face?

---

---

---

What motivates them?

---

---

---

What are their beliefs and ideas?

---

---

---

What level of knowledge do they have? Bloom's taxonomy

---

---

---



This section includes any tools, resources, gifts, and soft offerings.

Remember, it's about leaving people wanting more. If your stories and teachings are compelling, then the audience will want to connect with you further. You need to have a very clear and concrete way for people to get to know you more.

You need to offer something to entice them onto your list or into your group. For example, you can offer a gift, like a complimentary download, such as:

A worksheet, template, checklist, guide, report, a webinar, a mini-course, a challenge, or a discovery call. Paul even gives away a digital copy of his book for some audiences.

All of these things should be set up as lead generators so you can grow a relationship with your audience.

For podcasts and talks, you should offer free or low-cost gifts like these. Then, as people become part of your community, you can offer your higher ticket products or programs.

Brainstorm ideas for the type of lead magnet and call to action you can create - highlighting your topic and expertise - in this section of your signature talk or podcast interview:

Worksheet: \_\_\_\_\_  
\_\_\_\_\_

Template: \_\_\_\_\_  
\_\_\_\_\_

Checklist: \_\_\_\_\_  
\_\_\_\_\_

Guide: \_\_\_\_\_  
\_\_\_\_\_

Report: \_\_\_\_\_  
\_\_\_\_\_

Webinar: \_\_\_\_\_  
\_\_\_\_\_

Mini-course: \_\_\_\_\_  
\_\_\_\_\_

Facebook Challenge: \_\_\_\_\_  
\_\_\_\_\_

Discovery call: \_\_\_\_\_  
\_\_\_\_\_

# Be Concise

**Conciseness** is all about making more impact. You will achieve better results by focusing on one thing. One topic. If you have too many things (topics, steps, information), your message will be diluted and it's not understandable. **Tips:**

- Choose one topic or area of your expertise.
- Don't try to cover everything in one talk.
- Use shorter sentences – 10-13 words
- Use shorter words – don't use a 3 or 4 syllable when you can use one with two syllables
- Keep your audience compelled and engaged. They do not need to hear every detail, just the most important ones.
- Keep your stories simple for your listener. Be **CONCISE!**

**Reach out and tell us your story!**

[Elevating Experts Club](#)

[Women in Podcasting Network](#)