

Signature
STORY
SYSTEM

CREATE A SIGNATURE
TALK THAT POPS ON
PODCASTS, STAGES,
AND SCREENS

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YOUR STEP-BY-STEP GUIDE FOR USING YOUR STORY TO CREATE TRANSFORMATION AND OPPORTUNITY

If you've ever wondered how to turn your story into a signature talk that gets booked, builds trust, and boosts your visibility—you're in the right place.

The Signature Story System is your complete guide for crafting a talk that does more than just inform, it connects, converts, and creates opportunities. Whether you're speaking on a podcast, leading a workshop, or standing on stage, this playbook gives you the structure, strategy, and storytelling tools to show up powerfully and leave a lasting impression.

You don't need millions of followers or a speaking agent. All you need is a message that matters and a proven system to help you share it with clarity and confidence.

Inside, you'll Discover:

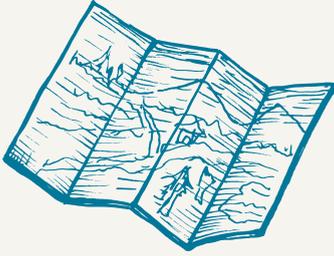
- How to plan a signature talk that aligns with your message and your audience.
- A simple story framework that instantly builds connection and credibility.
- What to teach, how to structure it, and how to scale it for any stage length.
- How to wrap your talk with a call to action that feels natural, not salesy.
- Multiple formats: from 30-second intros to 45 minute keynotes.

Whether you're just starting or ready to scale, this framework gives you everything you need to speak with purpose and stand out in any room.

Your voice isn't just meant to be heard—it's meant to be remembered.

SIGNATURE STORY SYSTEM

5 Steps for Creating a Signature Talk that Pops on Podcasts, Stages, and Screens



PLAN: DEFINE THE CORE MESSAGE

Decide on the topic you want to discuss in your talk. Your talk must amplify your experience while providing a solution for your audience. Identify your main story and supporting stories you'll use throughout your talk. Clearly articulate the central idea or belief you want your audience to walk away with, rooted in the lesson from your story. Create outlines of your talk in multiple lengths, from a 30-second pitch to a full keynote.



STORY: CRAFT YOUR TRANSFORMATIVE MESSAGE

Open with a powerful personal story that reveals a pivotal moment of transformation, instantly connecting with your audience emotionally. Do not cover everything about everything—focus on one clear moment of change. Take your audience on the journey from problem to epiphany to solution. Supporting stories can be peppered throughout to reinforce your main message.



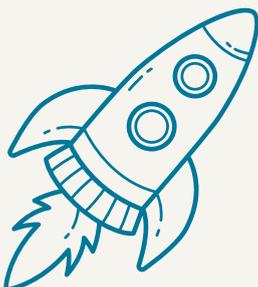
TEACH: DELIVER 3 TO 5 KEY TAKEAWAYS

This is the educational portion of your talk. Share actionable insights or mindset shifts that support your core message and offer real value your audience can use right away. Use relatable examples, case studies, or stories to reinforce your teaching points. The length of this section expands or contracts depending on your overall talk length—longer talks dive deeper into this teaching area.



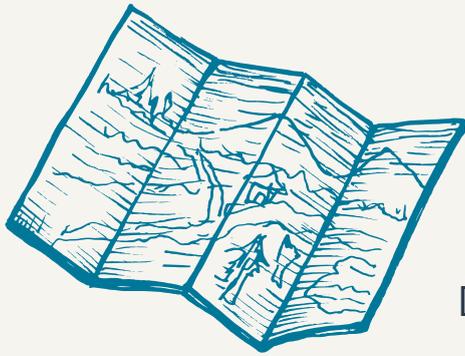
TOOL: YOUR CALL TO ACTION

Wrap up by inviting your audience to take the next step. This could be a free tool, worksheet, downloadable resource, or an invitation to join your program or community. The call to action should feel aligned, natural, and actionable—leaving your audience inspired, empowered, and ready to continue the transformation you've started.



FINAL TOUCHES + SPEAKER CONFIDENCE

Polish Your Delivery for Maximum Impact. Focus on how you show up, not just what you say. Open with intention, close with clarity, and let your authentic energy shine through. Practice with purpose, anchor your presence with rituals, and deliver a talk that not only informs but truly moves your audience. Your presence is what turns structure into a lasting impression.



PLAN

Define the Core Message

Before you step in front of a mic or audience, clarity is everything. This is where you lay the foundation for your Signature Talk by focusing on one core message that reflects your experience and provides a meaningful solution for your audience.

Start by choosing a topic that aligns with your story and expertise. From there, identify your main story and a few supporting stories that reinforce your message. Then, craft an outline that flows naturally—from connection to transformation to action.

As part of your planning process, you'll want to create multiple versions of your talk for different timeframes and opportunities.

A well-prepared speaker can confidently deliver their message in:

- 30 seconds to 1 minute – for a vibrant elevator pitch that introduces your talk and entices people to connect or book you
- 5 minutes – for a quick, high-impact share or panel
- 10 to 15 minutes – for podcast interviews and online summits
- 30 to 45 minutes – for keynotes, workshops, or breakout sessions

Each version should share the same core message and transformational story, scaled to fit the setting and audience.

- Choose a topic that reflects your journey and solves a real problem
- Identify the flagship story that anchors your message
- Outline 3 to 5 main points you can adjust based on talk length
- Build in space for a clear call to action
- Craft a short, compelling elevator pitch that communicates the value of your talk in under a minute

WHY IT WORKS:

When your message is adaptable and clearly defined, you'll feel prepared to speak anywhere—whether on a stage, podcast, or in a spontaneous opportunity.

ACTIONABLE TIP:

Practice delivering your elevator pitch with confidence: “I help [audience] overcome [problem] so they can [transformation], and I do that by sharing my story and teaching [core method or insight].”

TIME TO
PLAN

worksheet

Complete the worksheet and then dive into the ai prompt to supercharge your signature talk.

It's time to start planning your signature story. Listen to [episode 3 of our Inspiring Innovators Show](#) for more information about using these 3 story themes (link above). Think about stories from your life that fall under each theme. Jot down brief points under each theme:

1 What is a lesson I've learned through personal experience that could create transformation for someone else?

2 What problem does my audience face that I'm uniquely qualified to help solve?

3 What belief, message, or perspective do I want my audience to remember and repeat after hearing my talk?

PLANNING

ai prompts

Upon completing the worksheets, compile your answers to include with the below Ai prompt, where applicable:

"I'm working on the PLAN section of my signature talk. I want to define my core message, outline my main story, and create versions of my talk for different time lengths.

Based on the following notes, please help me shape a clear and compelling message that resonates with my ideal audience:

Include 10 examples of titles I can use to promote my talk and get my foot in the door with show and conference owners.

Write a brief description that we can update and refine at the end of this project."



STORY

Craft Your Transformative Story

This is the heart of your Signature Talk. A well-told personal story builds emotional connection and instantly pulls your audience in. It shows them who you are, what you've overcome, and why you're uniquely qualified to help.

Your flagship story doesn't have to cover your entire life. In fact, it shouldn't. The most powerful stories are focused on a single moment of transformation. It is the turning point where you faced a challenge, discovered a solution, and emerged with a new perspective.

- Choose one specific event or turning point
- keep it focused on the problem, the epiphany, and the solution
- Let the story show the "why" behind your work
- Use emotion, honesty, and vulnerability to build trust
- Tie the story directly into the message you're about to teach

You can also include supporting stories throughout your talk. These might be client stories, quick examples, or moments that reinforce each of your main points.

WHY IT WORKS:

Stories allow people to see themselves in your journey. They lower resistance, build credibility, and make your message memorable.

ACTIONABLE TIP:

Use this 3-part structure:

1. The Challenge – What were you facing?
2. The Shift – What changed or what did you discover?

The Solution – What did you do next, and what did you learn?

STORY worksheet

Complete the worksheet and then dive into the ai prompt to supercharge your signature talk.

Listen to [episode 3 of our Inspiring Innovators Show](#) 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:

1 Overcoming Adversity:

2 Achieving Accomplishments:

3 Amazing Adventures:

STORY

ai prompts

Upon completing the worksheets, compile your answers to include with the below Ai prompt, where applicable:

"I'm working on the STORY section of my signature talk. I want to craft a personal, emotionally resonant story that shows my transformation and connects with my audience.

Keep in mind everything from the planning section, as well as, what you know about me so far, and use the notes below to help me refine the story arc and ensure it's focused and impactful."



TEACH

Deliver 3 to 5 Key Takeaways

This is the educational portion of your talk—the part where you shift from storytelling into teaching. Your audience is now emotionally connected. They've seen what's possible through your transformation. Now they want to know how they can experience it, too.

This section of your talk can expand or contract depending on your available time. If you're speaking for 5–10 minutes, focus on 1 powerful point with a clear takeaway. For longer talks, build in 3 to 5 actionable lessons, frameworks, or mindset shifts that support your core message.

Each takeaway should be simple, clear, and useful. Think: "What can my audience apply right now?" Give each point a memorable phrase or name, and then break it down with an example, a tip, or a mini-framework.

Pepper supporting stories throughout this section to keep your audience emotionally engaged while reinforcing your credibility. You can include short personal anecdotes, client results, or relevant real-world examples that help illustrate the point.

- Present each takeaway with a headline-style statement
- Follow it with how-to or why-it-matters content
- Add relatable examples, stories, or data to bring it to life
- Make sure each point ties back to your core message

WHY IT WORKS:

When your talk delivers clear, actionable value, it shifts from inspiring to transformational. It's not just a feel-good moment—it becomes a learning experience your audience can carry forward.

ACTIONABLE TIP:

Use a post-it note method: Write each takeaway on a sticky note, arrange them in a logical order, and check that they build on one another. That becomes the backbone of your teaching section.

TEACH *worksheet*

Complete the worksheet and then dive into the ai prompt to supercharge your signature talk.

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 you can use in your teaching points to better illustrate your topics:

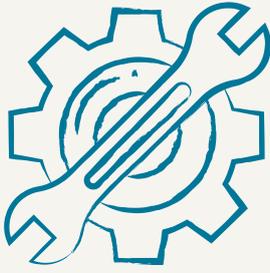
There are two ways to share the knowledge you have: You can push the information out, or you can pull people in with a story. Knowing your audience and understanding their mindset can also help you to be more engaging. Here are some questions you can ask to reveal this information:

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



TOOL

End with a Clear and Motivating Call to Action

Your talk should always leave your audience knowing what to do next.

Whether you want them to download a free resource, join your program, or book a discovery call—your final step is to guide them into action.

Selling programs may work on some stages, but for podcast interviews, always offer a free lead magnet to get people on your list. Once they're on your list, you can build a relationship with them and present your other offers.

- Offer a free tool, resource, checklist, or next step
- Make sure the call to action aligns with your story and message
- Keep it simple, direct, and benefit-focused
- Say it clearly and repeat it if needed

This isn't about a hard sell. It's about serving your audience beyond the talk and helping them continue the transformation they've just begun.

WHY IT WORKS:

When your audience knows how to take the next step, your talk doesn't end, it multiplies. This is how you turn attention into action and visibility into value.

ACTIONABLE TIP:

Frame your CTA like this: "If this message resonated with you, I have a resource to help you take the next step. Go to [link] to get access."

NOTE: If you need a system for setting up and offering your lead magnet, I highly recommend [Systeme.io](https://www.systeme.io). It's a lead magnet funnel builder, course creator, and email marketing solution all rolled into one platform.

TOOL worksheet

Complete the worksheet and then dive into the ai prompt to supercharge your signature talk.

Brainstorm ideas for a simple lead magnet and call to action you can create. Make sure it highlights your topic and expertise, while providing a solution that your audience can't resist:

Worksheet or Checklist Ideas:

Template Ideas:

Guide or Ebook Ideas:

Chatbot Ideas:

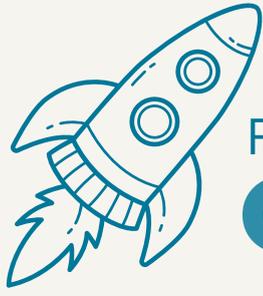
Webinar Ideas:

Mini Course Ideas:

Facebook Challenge Ideas:

Discovery Call Ideas:

Other Ideas:



FINAL TOUCHES + **CONFIDENCE**

Bringing It All Together With Energy, Presence, and Purpose

Now that your talk has a clear message, a powerful story, actionable teaching points, and a compelling call to action—it's time to focus on the one thing that makes it all land: your delivery.

How you show up matters just as much as what you say. Whether you're on a stage, behind a mic, or presenting on Zoom, your energy, tone, and presence create a lasting impression. These final touches shape how your audience feels in your presence—and how they remember you afterward.

HERE'S WHAT TO FOCUS ON:

1. Open Strong
2. Close with Purpose
3. Own Your Voice and Style
4. Be Memorable in Your Own Way
5. Prepare Like a Pro
6. Set the Energy

A great talk isn't just heard—it's felt. That feeling comes from your presence, your pace, your pauses, and your intention. The best speakers don't try to be perfect. They show up with purpose.

This is your moment to own your story, amplify your voice, and lead with confidence.

FINAL TOUCHES +

CONFIDENCE *worksheet*

- 1 Open Strong:** Grab attention within the first 10 seconds. Use a bold statement, a surprising fact, a vivid visual, or a question that hooks the room. Set the tone with confidence and clarity from the start.

- 2 Close with Purpose:** Don't just trail off—land your final words with intention. Echo your core message, remind the audience of what's possible, and connect your closing to the call to action. Leave them inspired and empowered.

- 3 Own Your Voice and Style:** You don't have to sound like anyone else. Speak the way you naturally speak, using words and rhythms that reflect your personality and values. The more authentic you are, the more magnetic your message becomes.

CONFIDENCE *worksheet*

4 Be Memorable in Your Own Way: What do you want people to say about you when your talk is over? Choose 3 feeling words that describe how you want to be experienced. Confident? Compassionate? Clear? Let that guide your delivery.

5 Prepare Like a Pro: Confidence grows with practice. Rehearse your talk with a timer, practice your transitions, and memorize your opening and closing. Then, trust yourself to adapt naturally in the moment.

6 Set the Energy: Before you speak, center yourself. Whether it's a deep breath, a mantra, or a power pose—do whatever it takes to step into your most aligned energy. When you feel grounded, your message carries more weight.

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HI, I'M

Jennifer

I love creating opportunities for people to connect and collaborate in meaningful ways

Hi, my name is Jennifer Henczel and I'm a Podcaster, Author, Encouragement Coach and Founder of the Women Podcasters Network and Inspiring Innovators Network.

My mission is to elevate women's voices and stories globally.

In 2012, I was able to turn my side gig into a full time income, and I did that by using these strategies for building communities around my message and ultimately turning my passion into my purpose.

Now, I show others how to do the same!

I want to share all my strategies and expertise with you.

So, I created communities where you can find support and encouragement. Plus, get access to my tools, templates & trainings to elevate your life and boost your business.

I've been creating digital products and online courses since the early days of online business. I have my Provincial Instructor's Diploma - in my region of the world that means I'm qualified in creating curriculum and instructing adults.

But success came, when I finally learned to build and serve communities. I turned my assets, such as books, workbooks, journals, guides, systems, funnels, frameworks, blueprints and roadmaps into membership magnets.

I also have 2 podcasts and I love podcasting! 🎙️🎧 I have also been a guest speaker on other people's podcasts, at conferences, and on many stages.

You can do it too! I have all the tools, templates and training you need to create a system that works.

**JOIN ONE OF MY
COMMUNITIES TODAY:**

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