

TASK THREE



What makes a story relatable?

Now you've chosen a defining moment story, and written the opening line, you're going to write that story - thinking about how your ideal clients will relate to it.

Remember your stories are unique, so no-one else will have the same story - but your ideal clients will resonate with your story when they connect with it **emotionally**.

So, what are the **feelings** you were experiencing, that your ideal client will relate to ...

- ★ Feeling lost, frustrated or anxious?
- ★ Feeling like everyone else has it sussed?
- ★ Feeling exhausted or burnt out?
- ★ Feeling full of self-doubt or 'not good enough'?

A story that just recounts a series of events that happened is unlikely to connect with us emotionally.

But, when we talk about what we were **thinking and feeling** ... people will relate. For example, imagine you work with women in corporate who have experienced bullying, and you share this ...

“ *I felt like someone had just stuck a knife into my heart. The betrayal and hurt was so painful. I decided, in that moment, I would never, ever allow anyone to do that to me again. I got my coat, walked out of my office and said goodbye to the monster who had bullied me for nearly two years.* ”



Here's two stories I've shared that are about one specific moment ...

SAT AT THE KITCHEN TABLE

COULDN'T WRITE DOWN A NUMBER

Now, your turn. Starting with your opening line from yesterday, write the story part of your post.

Remember to cut out the clutter, go straight into the moment and include the emotional elements that people will relate to.

Anything between 50 - 250 words works - but no more than that. This is an exercise in sticking to the compelling parts of your story.

And, don't worry too much about how you end it at this stage. Tomorrow you're going to choose a way to transition from your story to a sentence or two about what you do.



Now What?

Please follow these instructions carefully ...

GO INTO THE FACEBOOK GROUP AND UNDER THE DAY THREE TASK VIDEO PLEASE COMMENT WITH:



Your story (including the opening line you crafted yesterday).

Remember: Keep it to no more than 250 words. This is not the end of the post. Tomorrow you're going to choose a way to transition from your story to a sentence or two about what you do.



Bonus Task

This bonus task is completely optional. It is for you to post on your own social media. Please do NOT post it in the challenge group.

Do you have a hobby?

- ★ Share something with your audience that is nothing to do with work, but a big part of **who you are**. Are you sporty? Or an avid reader? Do you ride a motorbike? Or climb mountains? Is there a topic or activity you geek out on?
- ★ If you've got an image to accompany it, even better.
- ★ Tag me in, and use hashtag **#thebusinessofstorieschallenge**