

# TASK FOUR

Storytelling is not just throwing stories out there, for the sake of telling stories.

Like everything in your business, you need to be **strategic** about it. You need to know who you're telling the story to (that'll be your ideal client!), why you're telling it, how you want to leave your ideal client feeling and what you want them to do.

This is about showing your audience who you are, what you're about AND what you can help them be, do or have.

**So ... now you have the story you want to share, let's think about how you can make it relevant to what you do.** This is something people can massively overthink.

If you know your audience, and you know how what you do empowers them, you can find a way to relate your story to how you help them.

So, this task is in two parts.



## Task Four: Part One

Think about how you can relate your story to what you do. Keep it nice and simple. Here's some examples ...

- ★ **Resilience coach:** Told a story about seeing buds coming out in springtime, and related it back to how nature is so resilient. We'd just had a hard winter and new buds were coming through.
- ★ **Brand photographer:** Told a story about moving to Kuwait, and related it back to how she helps women in corporate, who are starting their own business, to navigate a new, unknown environment.



★ **Me:** Told a story about (accidentally!) walking through M&S with my left boob out on show, after breastfeeding my daughter. Related it back to how stories that show we are human - with all our flaws and imperfections - are powerful. Because they're relatable!

**Your turn. Write a couple of sentences on how you can relate your story to what you do.**

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## Task Four: Part Two

So now you have your story, and you've decided how you are going to relate it to what you do, you can choose how to make that transition.

Again, don't overthink or complicate it. The more simple the better.

Think about what you would **say** if you were having a conversation with someone.

If it helps, talk into your phone and record it. The more conversational your post, the more people will feel like you are speaking to them.

Turn the page for some examples ...

*(feel free to use any of these or use them to spark ideas to craft your own).*



- ★ **Here's the thing.** (This is one of my favourites!)
- ★ **It's a bit like ...**
- ★ **So, I don't know about you, but I think ...**
- ★ **Now you probably haven't ever ... but maybe you've ...**

Or simply:

- ★ **Wondering why I told you that story? Here's why.**

**Get the idea? OK, now choose the one you're going to go with, to transition from your story to talking about what you do ...**

*The transition I will use is:*

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## Now What?

Please follow these instructions carefully ...

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

1

Share your story from yesterday (making sure it is no more than 250 words).

2

Now add your chosen transition sentence and a couple of sentences about what you do (making it relevant to your story).

Tomorrow we'll add a call to action.



## 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.

### What's your favourite part of the day?

- ★ Are you an early bird. A night owl. Or neither! When do you feel most energised? When do you do your best work?
- ★ Share something about you, and how you work (or where you work if it's unusual).
- ★ You could turn it into a poll.
- ★ Tag me in, and use hashtag **#thebusinessofstorieschallenge**