

Speak Your Purpose:

Magnetize Much Bigger Results By Including Your WHY Story in your Presentations and Bios

with Carla Rieger



Here is the 4-Step System:

Part 1 - Uncovering your WHY

Part 2 - Crafting it for a presentation

Part 3 - Crafting it for your bio/profile

Part 4 - Vetting it

Part 1 – Uncovering Your WHY

A) **Choose Your Offer:** Your WHY will be different depending on criteria such as:

- What you are offering
- Your role
- The kind of work you want to attract
- Who you are doing it for

For the sake of brevity, let's call it your "offer". Here are examples of offers:

- *Offering a keynote speech on change leadership for people in healthcare*
- *Offering "how to" learning material on using technology*
- *Getting a consulting job in human resources*
- *Creating a culture of innovation on your team*
- *Building a downline in my network marketing company*

My offer is: _____

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B) **Circle your values:** Thinking about your offer, circle any of the values below that are most important you--up to 10. Do this quickly, use your gut instinct. Now see if you can get that list down to just 3. Add words of your own, if necessary.

| | | | |
|-------------------|----------------------|----------------------|---------------------|
| accuracy | focus | peace | empowerment |
| achievement | forward movement | performance | environment |
| acknowledgment | free Spirit | personal development | excellence |
| adventure | freedom | personal power | excitement |
| aesthetics/beauty | full self-expression | power | independence |
| altruism | fun | powerful | integrity |
| authenticity | growth | privacy | intelligence |
| autonomy | honesty | productivity | joy |
| certainty | humor | creativity | humility/humbleness |
| clarity | compassion | danger | learning |
| collaboration | completion | directness | leadership |
| commitment | comradeship | elegance | loyalty |
| community | connecting | emotional health | mastery |
| moderation | nature | nurturing | meaning |
| orderliness | cleanliness | participation | openness |
| recognition | resilience | resolute | partnership |
| romance | magic | security | risk-taking |
| contribution | service | solitude | sensuality |
| spirituality | success | recognized | sovereignty |
| tranquility | trust | vitality | tradition |
| _____ | _____ | _____ | _____ |

C) **What's good about your offer?**

When you are at your best what are you doing? _____

How are you affecting people? _____

What skills are you displaying? _____

How are you, your services or products making a difference? _____

How are you, your products or services useful to the world? _____

Part 2 – Crafting it into a Personal Story

You can share your WHY in raw form, but usually it needs to be translated so that the right people “get” it. The best way is through a story, preferably a personal story.

What motivated you to make this offer to the world?

What's your back story in regards to this offer? Think of times in your life where you achieved a goal, resolved a dilemma, made it a discovery, or overcame a challenge. These are the defining moments of life that set you on a course, that triggered you to make a commitment to a way of being, to serving the world in some way.

Go through your life in 10 year segments

See what stories come to mind. Write a few words about it. Skip sections where necessary. Then pick the subject that has the most impact for you now and that relates the most to your offer.

Age 0-10

Challenging goal you achieved _____

Inner dilemma you resolved/high stakes decision _____

Discovery _____

Conflict/Trouble _____

Mishap/accident/loss _____

Age 11-20

Challenging goal you achieved _____

Inner dilemma you resolved/high stakes decision _____

Discovery _____

Conflict/Trouble _____

Mishap/accident/loss _____

Age 21-30

Challenging goal you achieved _____

Inner dilemma you resolved/high stakes decision _____

Discovery _____

Conflict/Trouble _____

Mishap/accident/loss _____

Age 31-40

Challenging goal you achieved _____
Inner dilemma you resolved/high stakes decision _____
Discovery _____
Conflict/Trouble _____
Mishap/accident/loss _____

Age 41-50

Challenging goal you achieved _____
Inner dilemma you resolved/high stakes decision _____
Discovery _____
Conflict/Trouble _____
Mishap/accident/loss _____

Age 51-60

Challenging goal you achieved _____
Inner dilemma you resolved/high stakes decision _____
Discovery _____
Conflict/Trouble _____
Mishap/accident/loss _____

Age 61-70

Challenging goal you achieved _____
Inner dilemma you resolved/high stakes decision _____
Discovery _____
Conflict/Trouble _____
Mishap/accident/loss _____

Age 71+

Challenging goal you achieved _____
Inner dilemma you resolved/high stakes decision _____
Discovery _____
Conflict/Trouble _____
Mishap/accident/loss _____

Part 3 – Adding Your WHY Story to a Bio or Profile

Bad Bio example

Linda Ellis has been a kindergarten teacher, teaching assistant, school board administrator and adult educator. She also does speaking, educating, coaching, training and writes in various newsletters. She has an Undergraduate Degree in French from McGill University, a Masters Degree in Education from University of Washington and a certificate in Organizational Development at Portland University.

Better Bio that includes her WHY

Linda Ellis believes that school teachers who offer experiential and creative learning make the best teachers, and turn out the most useful citizens to the world. Yet, after 12 years of trying to do this as a teacher in the system, she became burned out because of the enormous administrative responsibilities and political issues that happen in many school districts. After two years of soul-searching and research into alternatives, Linda developed Enhanced Education seminars that help teachers and school districts restructure to allow for 21st century learning practices to thrive in a way that works for all concerned.

Your Bio (Fill-in-the-Blanks)

(Name) _____

(Belief) _____

Story in 1-2 Sentences _____

You will need different lengths of bios depending on the situation. For social media profiles such as Twitter and Meet up you may only get one sentence. In that case just say what you do for what type of people. Then you can include your beliefs, values and stories in places where you get at least 300 words such as LinkedIn, Facebook and others.

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Part 4 – Vetting it

Once you write your story and bio get feedback on them. Here are types of people who can give you feedback. Check off who you will contact and by when.

- Professional coach, copywriter or branding expert**
(names) _____
(by) _____

- Colleagues, friends and loved ones**
(names) _____
(by) _____

Ensure they tell you:

1. What works, what stands out, what is appealing
2. What doesn't work, what is confusing, what is off putting
3. Suggestions for changes

Warning: sometimes well-meaning people may not be fully objective, or understand what you are trying to accomplish, and how to best communicate things in your field. Also, beware of only getting feedback from one or two sources. Get a wide sampling for better results.

SPECIAL BONUS – VIP PROGRAM

Get professional, individual coaching on your story and delivery so that you can customize this material to your personal needs and fast track your results.

Apply for a **VIP Coaching Program** with Carla Rieger. It will increase your income, authority and personal confidence exponentially. If you have gone through this **Storytelling in Business Program** you get a very special bonus rate because she knows you've done important pre-work, and that you're committed.

It's by application only. Let's start a conversation to see if it's the right fit for you. Email Carla Rieger at Carla@ArtistryofChange.com. Or, go to the coaching page at www.ArtistryofChange.com.

To Your Prosperity!

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