

*Bonus*  
———— Cheatsheet ————  
**Create Your  
Signature Story**  
BY KATHLEEN SEELEY



# Your Story is Everything

Storytelling is a crucial component to effective speaking and training and is one of the most important things you can do to make your teaching memorable. The best stories create a sense of connection and build familiarity and trust with your audience.

Good storytelling focuses less on facts and more towards sensory activation. Your audience needs to see, hear, smell, touch and feel your story. The very best stories allow your audience to put themselves inside your story.

Don't tell your story, show your story! You could say something like, "I wasn't willing to admit I my life was in chaos" Or... you could show them by saying, "I was a woman in the middle of a tornado, and I wasn't willing to acknowledge it was windy. "

I'm one for causing a bit of a disturbance, and I encourage you to be strategically polarizing with your stories. I'm not suggesting you be offensive or combative, rather stand for something, being neutral never inspired any great action!

I am most inspired by thought-provoking stories that challenge beliefs and propose alternative perspectives. When you push people to the edges of their belief systems, you can cause them to see their world in a new way. This new perspective may lead to further action. After all, they came to you to break free of self-imposed limitations, achieve a breakthrough goal or somehow transform their lives.

The purpose of your story is to take your audience on

a journey and inspire them to see the world differently.

Your Signature Story allows you to bring your 'you-ness'; it makes you believable and gives you credibility as one who 'walks their talk'!

Most of all, your story needs to be:

Simple | Authentic | Believable | Relatable

Take a risk with your storytelling; the more vulnerable and authentic you set the tone for your audience to follow.

Most of all have fun, be real, go deep, inspire!



*Kathleen Seeley*

Speaker | Consultant | Entrepreneur

# Creating Your Signature Story

The following framework can be used to develop multiple stories to align with various Principles. Start with one and build your **Story Bank**. If you don't have your one big story yet, don't worry, it will come. The purpose of this exercise is to help you identify moments in your life you can build out that can be used to build your credibility and reinforce your teaching.

## Fill Your Story Bank Peaks & Pain

Reflect on your life and identify significant events you remember as high points (Peaks) or low points (Pain). You may remember a time when you stepped out of your comfort zone, tackled a big problem, experienced a significant loss, or major disruption that was either a minor setback or inspiration for change. Don't worry about the order in which they occurred, just write them in the table below.

Event	Peak or Pain	Age
<i>Tried out for the school basketball team in 7th grade.</i>	<i>Peak &amp; Pain</i>	<i>13</i>

## Life Lessons Exercise

### Find Your Story

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Now it's time to build your stories. Reflect on the events you identified above describe the experience the best you can, with detail and emotion. Identify the lesson learned and which of the Core Principles this story could best demonstrate.

### *Example*

**Event:** *Tried out for basketball team in 7th grade did not make it*

**Describe the experience:**

- *Moved from the US to Canada when my parents got divorced*
- *Alone, sacred felt like a misfit.*
- *Met girl down the street*
- *Became best friend*
- *Wanted to fit in*
- *Tried out for the team*
- *Did not make it*
- *Practiced for a year*
- *Made the team the next year*

**Lesson Learned Exercise:** *Take a chance, work hard it pays off in the end*

**Success Principles® Demonstrated:**

- *100% Responsibility*
- *Practice Persistence*
- *Believe it's Possible*
- *Act as If*
- *Reject Rejection*
- *Use Feedback to Your Advantage*

**Life Lessons Exercise\***  
**Find Your Story**

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**Event:**

**Describe the experience:**

**Lesson Learned Exercise:**

**Success Principles® Demonstrated:**

\*Print as many of this page as you need.

## Construct Your Story Craft Your Story

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Reflect on your **Lessons Learned** Exercise and choose one story you would like to develop.

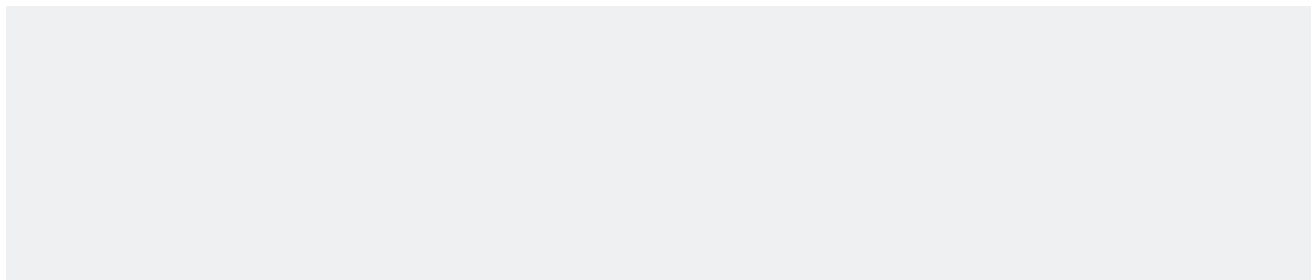
The best stories are those that are clear on their purpose. They may demonstrate a challenge overcome, a big idea rendered practical, a tale of persistence (never giving up) or designed to inspire new action.

The Canfield Method storytelling framework requires you to be clear on the point or the purpose of your story, use your personal story to reinforce the teaching and close by reminding the audience of the lesson or learning you are intending to impart. This framework is referred to as

**Point | Story | Point.**

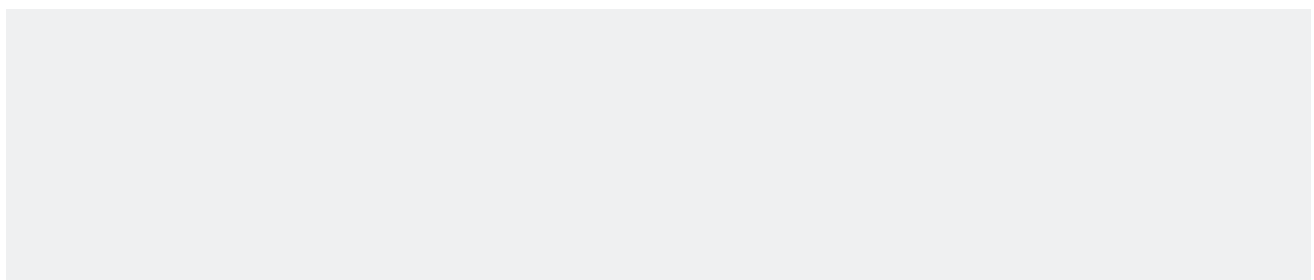
### Step 1: What's Your Point?

What is your purpose for telling the story? Identify the Principle you are teaching. It's not just telling stories for the stories sake, it requires an endpoint that means something for the audience. Work your way to the endpoint of your story from its very beginning.



### Step 2: Set the Context

Describe the situation the best you can. How old were you? Where were you? Who was involved? Describe the scene, remember to add how you felt, what you saw, and any additional details to activate the senses.



## **Construct Your Story** **Craft Your Story**

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### **Step 3: Challenge or Conflict**

What was the problem or challenge that needed to be resolved or overcome? What were your fears, considerations or roadblocks? How did you get in your own way? What fears were activated? What was the risk? Did you have multiple attempts? How did you feel, did you almost give up?

### **Step 4: Breakthrough**

Was there a lightbulb moment, a series of insights, a shattering of a limiting belief? Contrast your old way with your new way.

### **Step 5: The Transformation**

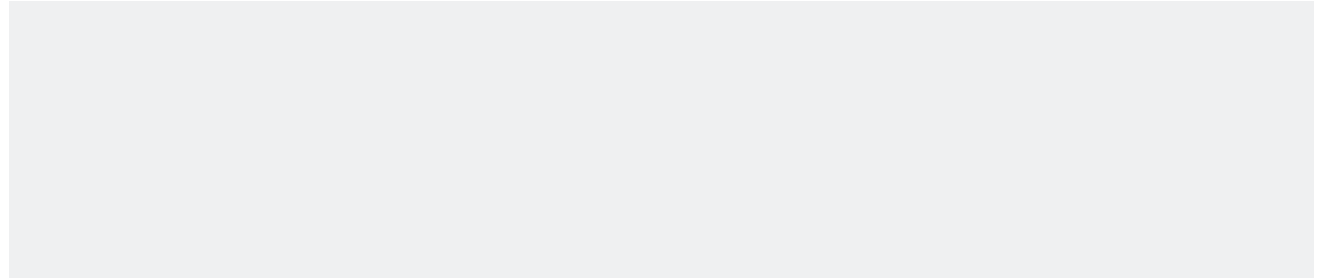
How your life is better, what changed? How does it feel? Why do you recommend it? How could it benefit your audience? What's in it for them? Who are you now?

**Construct Your Story**  
**Craft Your Story**

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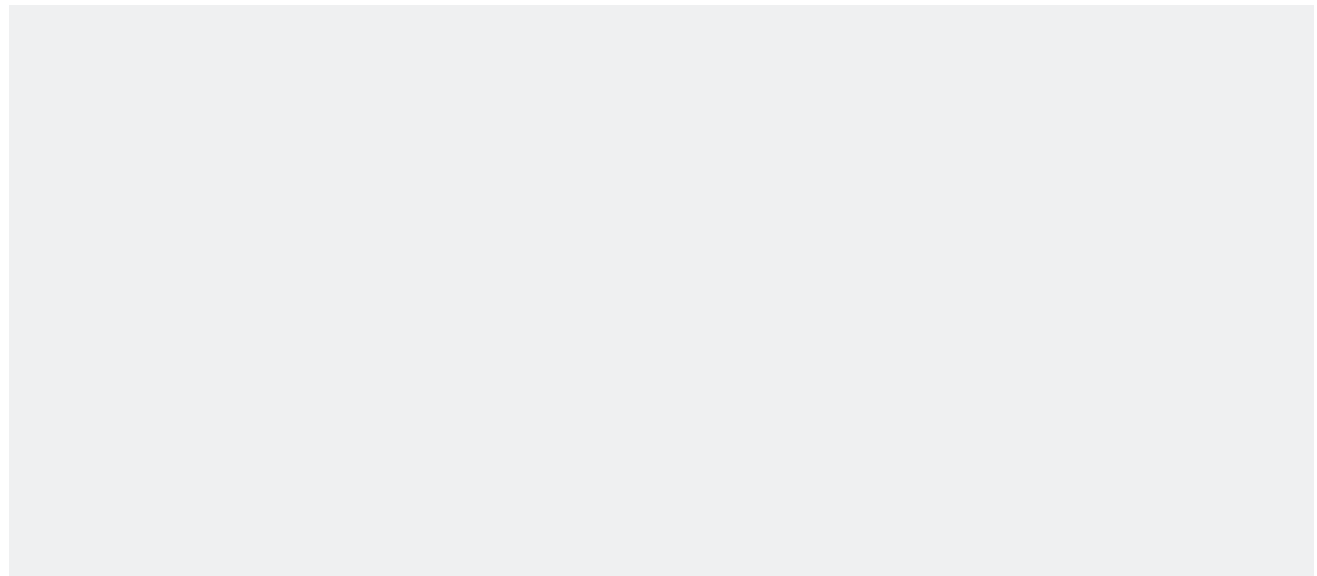
**Step 6: Reinforce the Point**

Reiterate the purpose of the story or the Principle you are teaching.



**Step 7: Put it all together**

Reflect on steps 1 - 6 and tie them together. Write it out as if you are sharing it with your audience. Then record yourself telling the story. Listen to the recording! The most difficult yet essential part of the process is to hear yourself tell your story. Record it, listen, edit and repeat.



*Remember to make it*  
**Simple | Authentic | Believable | Relatable**

**Looking for More?**

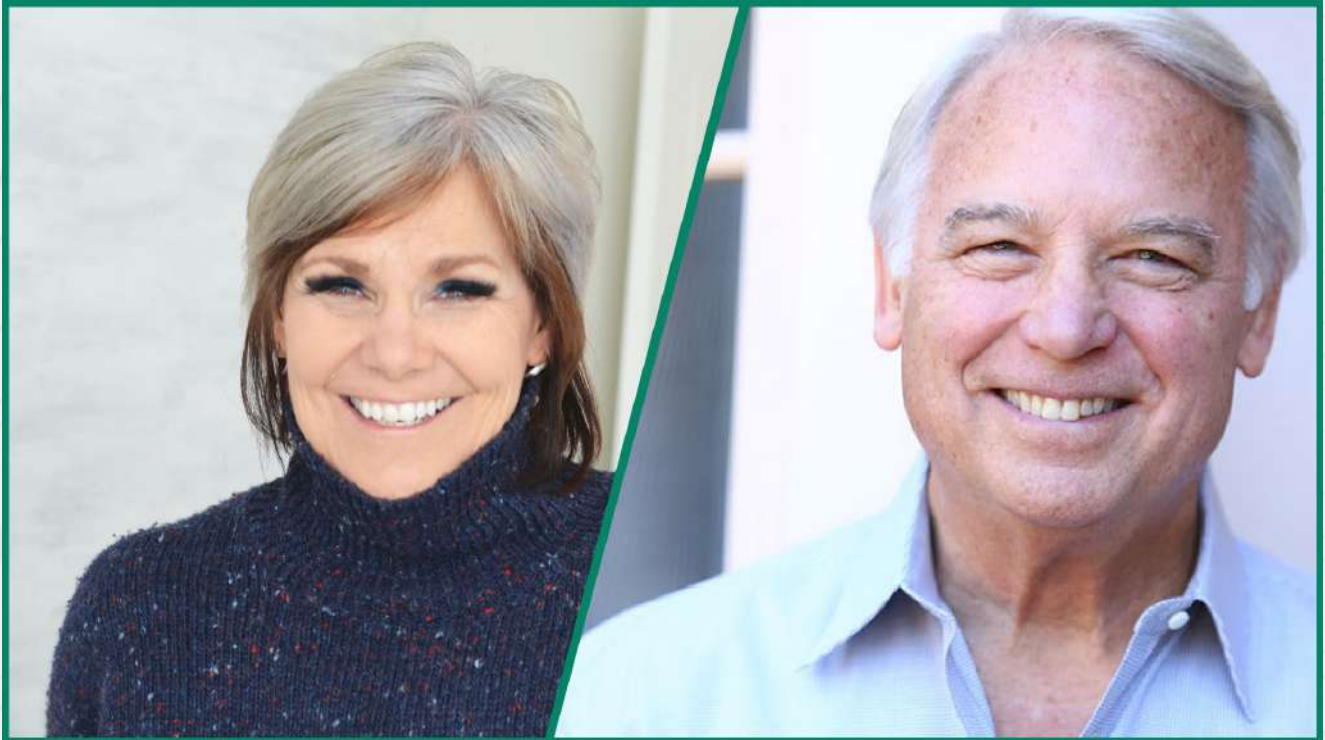
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\*See Website for Details