

Your Story is Your Medicine

Purpose of Your Story is Your Medicine: The purpose of Your Story as Medicine is to inspire others with your transformation while conveying an idea that was born or learned from your experience. One aim could be to share a (vulnerable) part of yourself and perhaps a part that no one yet knows. Another aim may be to allow a new perception of your own journey to emerge for yourself so you may see the maturing, growth and evolution of purpose in the events of your life. Connecting the dots in our stories gives life to the flame within... may your story rekindle and spark a new level of magic.

Three Audiences:

- ✓ You
- ✓ Those you inspire
- ✓ Those to whom you aim to gain buy-in (or sell)

Energetic Tools:

- ✓ Conscious Influence
- ✓ Powers of Perception
- ✓ Grounding
- ✓ Cosmic Anchoring
- ✓ Self Love
- ✓ Devotion
- ✓ Sacred Invitation

Gathering pieces...

Describe in strong detail the listener of your story. Why are they inspired to hear your story?

Why are you inspired to create this story?

What unique insight or perspective do you share and why is it unique to you?

What is the MEDICINE in your story? How is this medicine for you? How is this medicine for a listener?

What are the steps or process of your medicine? (3-5 steps)

What are you are a stand for?

What was that transformational moment, the circumstance, (if there were many, pick one and stick with that one for this story. You can use others as examples) that tipped you over the edge and inspired your passion and conviction to take a stand?

What is your Unique Brilliance?

What are you an expert at?

What makes your medicine unique to you such that one would travel a million miles to bathe in the beauty of you?

Connecting the dots....

Choose one big or small idea that came as a lesson or insight through your transformation or experience. Think of something you were curious to learn about yourself in the unfolding of this situation. Allow your listeners to be curious too.

What was the conflict? Inner conflict or external conflict. Are other characters involved? Paint a picture with flavor, emotion and energy.

Narrow in on three to four points you that you will expand on. Allow yourself to write as much as you'd like in the mind expelling process and organize the poignant take-aways within the three or four points.

Beginning, Middle and End (Future)

1. Craft a timeline of key moments, characters, conversations and parts of your story.
2. Using all of the above insights, what was it like in the beginning? What was it like in the middle of the conflict, challenge, or rough patch? What is it like now that you have your medicine, know your medicine and have found the answer? What is possible in the future?

If you're story is aims to evoke a yes or gain buy in from an audience

Adding seeds:

In the 'getting buy in' context you may add the following seeds:

What clients, teams, scenarios have you worked with?

How many years of experience (in the thing) do you have?

How many tens of thousands of hours of experience do you have? How many

states or countries have you worked in?

How many hundreds or thousands of people has your work impacted? What photos or

videos do you have of you in action?

What results

propositions do you

have? What other

statistics or metrics do

you have?

What case studies or client

success stories do you have?

What written or video

testimonials do you have?

What awards has your work won?

What organizations or "celebrities"



have endorsed your work? What
unique credentials set you apart?
What aggregated
data can you pull
from? Where have you
been quoted in the
media?

Establishing authority and tips for the journey

How specifically will you grab your audience's attention? Top 5 Ways:

- Story or anecdote
- Captivating video
- Staggering data, fact or statistic "Did you know" statements
- Interactive exercise

Why is this so important? Why would they care? What is the ultimate win?

Highlight the Gap

Where are most people/ your listeners today in respect to the gift, the medicine of your story? What are they experiencing? Spell out as colorfully as possible 3 characteristics or states of being that describe what your ideal listeners are feeling, facing or experiencing right now. Aim to let them know and see you really do 'get it.'

List 3 specific elements — that describe or illuminate what you just shared.

- 1.
- 2,
- 3,

What is this problem costing them? List 3 supporting points or reasons and why you get it. Help people really tune in to the impact it's having on them.

Describe the "future perfect." What is the vision of the ideal When your Story as Medicine lands how will it help them see and receive this future perfect?

What is the ultimate payoff for them if they be in the "future perfect"? List 3 supporting points. It can be a combination of both statistics/data, as well as more qualitative or descriptive points.

WHY are your listeners not seeing the path to this future perfect? Why have things not changed?

Sharing Your Story is Your Medicine with the World

What do you wish you had the guts to say? If you didn't care what anyone thought what would you do?

When it comes to speaking your whole truth where do you stop yourself? What if you didn't?