Week One Action Guide

Mastering the Art of Storytelling

Objectives
Learn to...

✓ Use the 9 Cs of Storytelling to touch lives and influence people

✓ Understand how to hook in your audience and keep them on the edge of their seats

✓ Easily uncover the humor in your stories so your audience laughs and learns

✓ Use the Skeletal Story to make sure you don’t waste your time building on a story that will not work

Results
Keep your audience on the edge of their seats

Tell the kinds stories that get you paid well as a speaker

Provide the long-term effect the best speakers and storytellers make
Storytelling Model

The 9 Cs
The 9 Cs for Storytelling with Impact

1. Curiosity

2. Circumstance

3. Characters

4. Conflict

5. Cure
6. Change

__________________________________________________________________
__________________________________________________________________
__________________________________________________________________

7. Carryout Message

__________________________________________________________________
__________________________________________________________________
__________________________________________________________________

8. Call Backs

__________________________________________________________________
__________________________________________________________________
__________________________________________________________________

9. Conversations in Dialogue

__________________________________________________________________
__________________________________________________________________
__________________________________________________________________

“Never add humor to your speech; always uncover humor within it”

8 Keys to Uncovering Humor in your Stories

<table>
<thead>
<tr>
<th>1. Dialogue</th>
<th>2. Reactions</th>
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<tbody>
<tr>
<td>3. Twists</td>
<td>4. Face</td>
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<tr>
<td>5. Stand-alone punch</td>
<td>6. Beat you to the punch</td>
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<td>7. Spontaneity</td>
<td>8. The Body</td>
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3 Types of Dialogue to Bring Your Story to Life

1) Character to character dialogue

________________________________________________________
________________________________________________________

2) Inner dialogue

________________________________________________________
________________________________________________________

3) Giving the audience dialogue

________________________________________________________

The Skeletal Story

The Key to making sure you have a story worth developing

Can you tell your story in 5 sentences starting from the Characters and going through the Carryout Message?

<table>
<thead>
<tr>
<th>5 Cs - Skeletal Story</th>
<th>One Sentence Per C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Characters</td>
<td>I told the Vice-president I was leaving</td>
</tr>
<tr>
<td>Conflict</td>
<td>He said I couldn’t leave and he offered me more to stay</td>
</tr>
<tr>
<td>Cure</td>
<td>My wife said, “Your dream is not for sale.”</td>
</tr>
<tr>
<td>Change</td>
<td>That year I spoke 160 times in 44 states and 5 countries</td>
</tr>
<tr>
<td>Carryout Message</td>
<td>Your dream is not for sale</td>
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</table>
Develop your Skeletal Story

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Different Types of Stories keep your Audiences Engaged

*It's critical not to tell the same kinds of stories all speech long*

- Back to back stories
- A story within a suspended story
- “Then, Now, and How” stories
- Great Statement Stories
- Historical Figure Stories

The Perfect Blend

Be sure to mix up...

- Your longer stories with your shorter stories
- Your emotional rollercoaster stories with your humorous stories
- Your fast-paced stories with your slower-paced stories
- Your “I was wronged” stories with your “I did wrong” stories
- Your failures with your successes
Speak and Prosper Week 1 Practice

1. Fill in the blanks for your own Skeletal Story. Make each sentence as short as possible. Feel free to send your Skeletal Story into the Speak and Prosper Facebook Group.

2. Watch at least one speech (story) on YouTube and identify whatever Cs you can find. This will help you internalize the storytelling process so you can automatically lift all of your stories to greater heights.

3. Record one of your stories into an audio recording device and listen to it with the purpose of identifying the 9 Cs.