

OWN YOUR STORY
|
MAP YOUR STRATEGY
|
CUSTOMIZE YOUR CAREER



THE ART OF BUSINESS

◆ STORYTELLING ◆

Presented by Carla Jones

Saturday, April 8 | 2:30-3:30
Jax Main Library | Makerspace
FREE



OWN YOUR STORY



1. Your story connects you to a person's heart
2. Elements of a story: Beginning, Conflict, Future
3. Tell your story through word, pictures, video, expression
4. Beginning: what have you always loved to do?
5. Passion: What would you do for free?
6. Following your passion puts you in position for opportunity
7. Challenges- Turn your mess into your message
8. Determine how much of your story you want to tell
9. Practice how you will respond if asked tough questions
10. Tell a brief story within your story

SKILL: Direct Your Narrative with Talking Points

Develop 5-10 points you want people to know about your story

Example:

- I love interviews! When I was young, I ripped a microphone from my baby doll and pretended that I was interviewing people.
- Rejection has been instrumental to my journey.
- Oprah has always been my inspiration. I just loved how present she was in her interviews.
- City of Jacksonville Film and Television honored me with the 2016 Rising Star Award, presented by Mayor Lenny Curry.
- One of the most comforting things we can do for people is to listen to them.

Direct Your Narrative: Share Your Story

Click to Watch Video:



#StorytellingWithStrategy

Be Credible.  Carla Mechele
MEDIA

MAP YOUR STRATEGY

1. Balance Passion with Skill: What are you skilled at doing?
2. Define your specialty/expertise
3. Notice the needs in your industry
4. What are industry terms for what you do?
5. What key words would someone use in a Google search to find your services?
6. Give yourself a title
7. Target Audience: Who needs what you love to do?
8. Define 3 - 6 core services
9. Set your rates
10. Develop your "Elevator Pitches"



Speak the same language as your consumers

Click to Watch Video:



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Be Connected.  Carla Mechele
MEDIA

SKILL: Market to Your Target Audience

Identify Your Target Audience

1. Primary (direct) vs. Secondary (indirect)
2. Income
3. Demographics - Age, Race, Gender
4. Socio-Economic Factors
5. Where does your target audience exist and engage?

Reach Your Target Audience

1. Direct Mail
2. Networking
3. Email/Newsletters
4. Social Media
5. Traditional Media

SKILL: Broadcast Speak + Technical Writing

Develop your verbal 15-second "Elevator Pitch"

1. Your Name
2. Your Title
3. What need you serve for your clients/your niche

Develop your written 60-second "Elevator Pitch"

1. Your Name
2. Your Title
3. What need you serve for your clients/your niche OR
Define 3 - 6 core services
4. Establish Credibility: years' industry experience, degrees or specialty
5. Past Performance
6. Awards/Accomplishments

CUSTOMIZE YOUR CAREER



1. Establish your measure of success
2. Don't desire to be famous. Do think about what you will do with a larger platform
3. Let your story be your guiding light
4. Dream the ultimate dream
5. Write down your ideas
6. Make deals that are mutually beneficial-use your real rates
7. Ask for testimonials
8. What part of your story is connecting with your audience most?
9. How can your story help someone?
10. "Kind words are like honey--sweet to the soul and healthy for the body."- Prov. 16:24- Studies show people respond to happiness most on social media

SKILL: Make Your Story Newsworthy

Make your story newsworthy- connect to what the world is talking about

Develop a unique and marketable hashtag

Build buzz and anticipation on social media

Call news stations - print, radio, TV - and pitch your story/idea

Keep copy (words/text) on marketing materials short and sweet

Flyers - Who, What, When, Where (Sometimes Why)

Hire Media/Marketing Professional to write press releases for events/updates

Launch campaigns on traditional media and drive viewers to your social media

Create events/visual opportunities around your campaigns

Build relationships/credibility with media professionals

Identify what show you want to be on- call and ask for that show's producer

Be your own publicist...nominate yourself for awards

Make your story your cause

Make your story your cause

Click to Watch Video:



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Be Conscious.  Carla Mechele
MEDIA



THANK
YOU!