



**“Your need for acceptance can make you invisible in this world. Don't let anything stand in the way of the light that shines through this form. Risk being seen in all of your glory.”**

**- Jim Carey**



## **Reflection**

Before we discover your stories that sell, take a few minutes to reflect on these questions. Quick answers are fine - we'll develop them further in the workshop!

1. What's stopping you from sharing more of yourself in your business content?
2. When clients give you positive feedback, what do they usually mention about working with you?
3. Think about your most recent client win. What small thing did you do that made a big difference for them?
4. What do you do differently from others in your industry? (Even if it seems obvious to you)
5. What's one everyday part of your business that people always seem interested in when you mention it?

## Introduction to Storytelling:

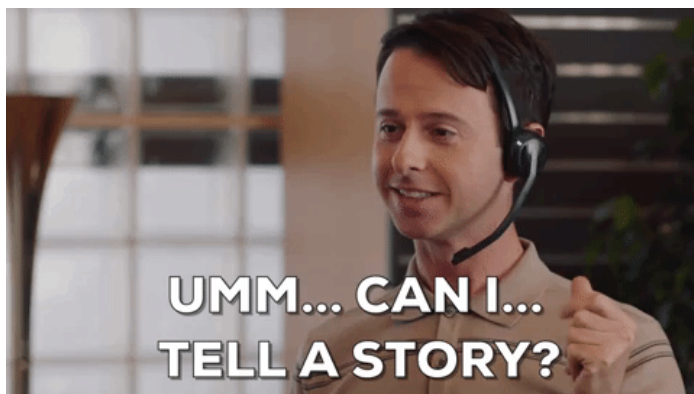
When you look around, do you see people who can offer the exact same service as you can?

- Are they further along in their journey?
- Are they talking to the same people as you?
- Do you find yourself admiring how they offer their services? Wishing that you had thought of that program name, or podcast or going after that audience...

Customers and clients are out there for you. I mean think about it, there are 7.888 billion people in the world. So, you've got this.

But when people are in the research phase of looking for your service they are searching in different ways. So do you have enough visibility so that they can find you?

And if there is enough noise out there that leads people to you, then is the content digestible and clear so they understand that you are for them? And that's where stories come in...



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Firstly, stories are great but they have to tie back to what your ideal client is struggling with.

Then you have to connect this to what the emotion is at the heart of that problem, and how you can connect to that through your experience with a story.

Ready to go?

# Welcome to the Spotlight Stories Workshop

When I started to use social media to promote my business, I still had that “corporate hangover.”

I thought I was “being myself” but I wasn’t. Because I laugh with my head thrown back (sometimes at my own jokes) and I can drop the F Bomb. I have a weird accent because I’ve lived in different countries.

So I get it... The thing is when I started being me, then I had more energy, and eventually... more clients that I LOVE!

What do you think professional representation of a business look like:

Describe yourself in five words:

What's stopping you? Take some time to write down why you are afraid to present yourself as yourself to the "professional world" of LinkedIn?

# Story Mining Framework

Do you remember reading Aesop's fables as a child (am I that old!?) For example, the Hare and the Tortoise. Or the Lion and the Mouse. They have a purpose. A lesson.

Our content is the same. It's much easier to understand a story.

Consider... as you search for and then put your stories together... is this something relatable that my ideal client could understand.

- Will they see themselves in this story?
- Could they picture it?
- What's the outcome / lesson / aha moment for them?

It should position them as the person on the journey with you, and them seeing how you as their guide can help them achieve what they want...

## 1. Understand Your Client's Journey

What is your ideal client struggling with? What do they want? What symptoms are they experiencing?

Example:

- Struggle: Business owners who feel their content isn't engaging enough
- Want: To attract more clients through LinkedIn
- Symptoms: Low engagement, copying others, feeling inauthentic

Your Turn:

What are they Struggling with?:

What do they Want:

What are the Symptoms:

## 2. The Emotional Connection

What feeling is at the centre of this issue for them?

Example:

- Overwhelmed by content creation
- Frustrated by lack of results
- Anxious about being "professional enough"
- Uncertain about what to share
- Worried that they're not a good enough parent

Your Turn:

Core feeling:

Related emotions:

### 3. Your Connection Point

We usually fall into one of two camps.

Either you:

Experienced this situation or feeling before... (and this is what happened)

OR

Helped someone overcome this before... (I have always been able to)

**Think about what you do and write down the skills at the centre of your service:**

**Think about that time in your past when you realised this came to your naturally:**

**Think about a time in your past when you learned the skill you use. Why do you love it:**

**Write down examples before you started your current business that either...**

- a) show that you've always known how to do this or
- b) were critical in moving you toward your business?

## **4. Your Story Bank**

The wonderful thing about your story bank is that it starts at your beginning. And the difference between you and a bot is that you have memories from the day dot that are emotional and in technicolour!

They can be categorised in buckets:

### **Childhood Memories**

Your favourite toy

First day of school

Your childhood dream

The thing you were scared of the most as a kid

What you wanted to be when you grew up.

Did you have siblings? What was that like?

Your favourite teacher and a memory about them?

Were you part of the cool gang? Or not... What did that mean for you?

What did you like to do outside of school?

Important family member memories

### **Career / Business**

Best job

Worst job

Best boss (and worst boss)

A really unusual story from work

A time that you succeeded beyond expectation



A time that you fell down and what you learned from it

Random Things!

Favourite food

I love to ...

I used to watch...

Favourite song from childhood, from teenage years, when I got married

Stories about your pets

When I got lost and this happened

This makes me laugh

This makes me cry

I am passionate about...

**Stories don't have to be dramatic. They need to be related to what you want your ideal client to understand.**

They just have to help you to:

- Build authority
- Be relatable
- Show you understand your client's challenges
- Help them realise that they have a problem that you can fix
- Understand that your solution will help them to fix their problem

They don't have to be chronological. You might have gotten inspiration for your business when you were 15. Maybe it took you a few different paths to land back on the "right path."

## Story Spotter Technique

Helping you to choose which story to tell. Here's your Selection Checklist:

- Does this story show I understand my client's issues?

- Does it have an emotional connection?
- Is there a clear business lesson?
- Would it help my ideal client?
- Can it be told in under 2 minutes?

## Connection to Spotlight Framework:

The spotlight is that moment when you shine a light on a moment. It's a moment in time that helps both of you! And your ideal client makes sense of an otherwise complex idea.

You use it as a tool to demonstrate your expertise, authority, and authenticity. To show them that they can trust you and your experience. They can relate to you.

### **Once you've identified your story using this framework, use the Spotlight Method to transform it into content:**

This is my method of shining a light on one story and using it to help you to make you stand out and shine. To help you grow your visibility and relevance for your prospective clients.

Brainstorming questions:

| The Moment        | The Meaning                            | The Client Connection                                |
|-------------------|----------------------------------------|------------------------------------------------------|
| What happened?    | What did you learn?                    | How does this help your clients?                     |
|                   |                                        |                                                      |
| Who was involved? | What did this teach you about business | What problem does it solve?                          |
|                   |                                        |                                                      |
| Where were you?   | How did this change your approach?     | What is the message that you want them to take away? |
|                   |                                        |                                                      |

Your Story Blueprint:

1. Hook (Only needed when posting)

Grab attention with: □ A question □ A surprising fact □ A relatable moment

Your hook:

2. Set the Scene

- a. Who was there?:
- b. What happened?
- c. Where were you (either place or point in time)?
- d. What did you feel / see and hear?

3. Share the Insight or message of the story

- a. The challenge was:
- b. The solution was:
- c. The result was:

4. Call to Action

- a. What do you want them to: □ Think □ Feel □ Do Your CTA:

|  |
|--|
|  |
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| Elaine Example                                 | Story                                                                                                                                                                                                                                |
|------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| What did you see?                              | Waiting rooms and corridors and charts. Queues to make the next appointment.                                                                                                                                                         |
| What did you hear?                             | The ding of the call bell, doctors calling out names, kids crying, parents talking on phones, Síofra getting impatient.                                                                                                              |
| What did you feel?                             | Overwhelmed with each appointment and the volume of them and trying to prioritise which was more important.                                                                                                                          |
| Who is in the story?                           | Me, the parents in the waiting room, nurses, doctors, admin staff.                                                                                                                                                                   |
| Where were you?(either place or point in time) | Too many waiting rooms, of different physicians, and therapists, and activities to help Síofra reach her potential.                                                                                                                  |
| What is the message of this story?             | It was hard to imagine returning to the life I had before. Where would it fit into my life? There was no space for my career in advertising. I needed something else.                                                                |
| How does it demonstrate you as an “expert?”    | I knew that there had to be another way to rebuild my career alongside being a special needs mum. I set out on a journey to create a business that give me the money and time I needed. And to show others how they could do it too. |

# Implementation Plan

**Think of a situation that happened yesterday that you could use to link back to the service you offer:**

Consider again, what is the situation that it relates to that is a problem that is holding your ideal client back, how does it show the symptoms that they are experiencing, what from your story demonstrates that you get their struggle and this is your perspective that can help them:

**Keep going!**

Keep noticing stories that you can use to jot down your ideas here in this Google Doc.

If you need more support with your content, you could always either work with me one to one. Or join The Let's Get Visible Society. It is an all in membership for growing your visibility, building your brand and attracting your clients on LinkedIn.

**Designed to help you to use your message, your voice and your personality to get found, noticed and sign more clients on LinkedIn!**

The **Let's Get Visible Society** is your ultimate membership for mastering **LinkedIn content**, building a personal brand that shines, and attracting your dream clients. Begin your journey with our foundational course, **Star Power Content Strategy**, to learn how to craft captivating content, grow your audience, and turn connections into loyal clients - all within a supportive community of like-minded female entrepreneurs... and then join the monthly calls to get your exact questions answered. Get feedback on your posts to help you to improve the

results that you are achieving (instead of feeling like you're throwing spaghetti at the wall!)

If you have any questions reach out to Elaine email

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Or

Visit the website here:

<https://www.elainewalshmcgrath.com/the-Lets-Get-Visible-society>



P.S. Did you join the Facebook Group yet?

<https://www.facebook.com/groups/attractyouridealclient>

Because I'd love you to share the first story that you tell there so we can all cheer you on before you post it.