

OWN YOUR STORY  
|  
MAP YOUR STRATEGY  
|  
CUSTOMIZE YOUR CAREER



# THE ART OF BUSINESS ◆ STORYTELLING ◆

Presented by Carla Jones



# 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

## **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



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**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. Research/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 you or your services?
6. Give yourself a title
7. Develop a one sentence description about yourself
8. Target Audience: Who needs what you love to do?
9. Define 3 - 6 core services
10. Set your rates



## SKILL: Personal Branding on Social Media

According to the Associated Press-NORC Center for Public Affairs Research:

- Youtube: Most popular, used by 85 percent of teens (Pew)
- Instagram: used by 76 percent of American teens age 13-17
- Snapchat: used by 75 percent of teens





## SKILL: Personal Branding on Social Media



- Keep it Positive
- Remember it's not private
- Treat it like it's forever

# Speak the same language as your consumers



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**Be Connected.**  Carla Mechele  
MEDIA



# 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

# Make your story your cause



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**Be Conscious.**  Carla Mechele  
MEDIA



THANK  
YOU!