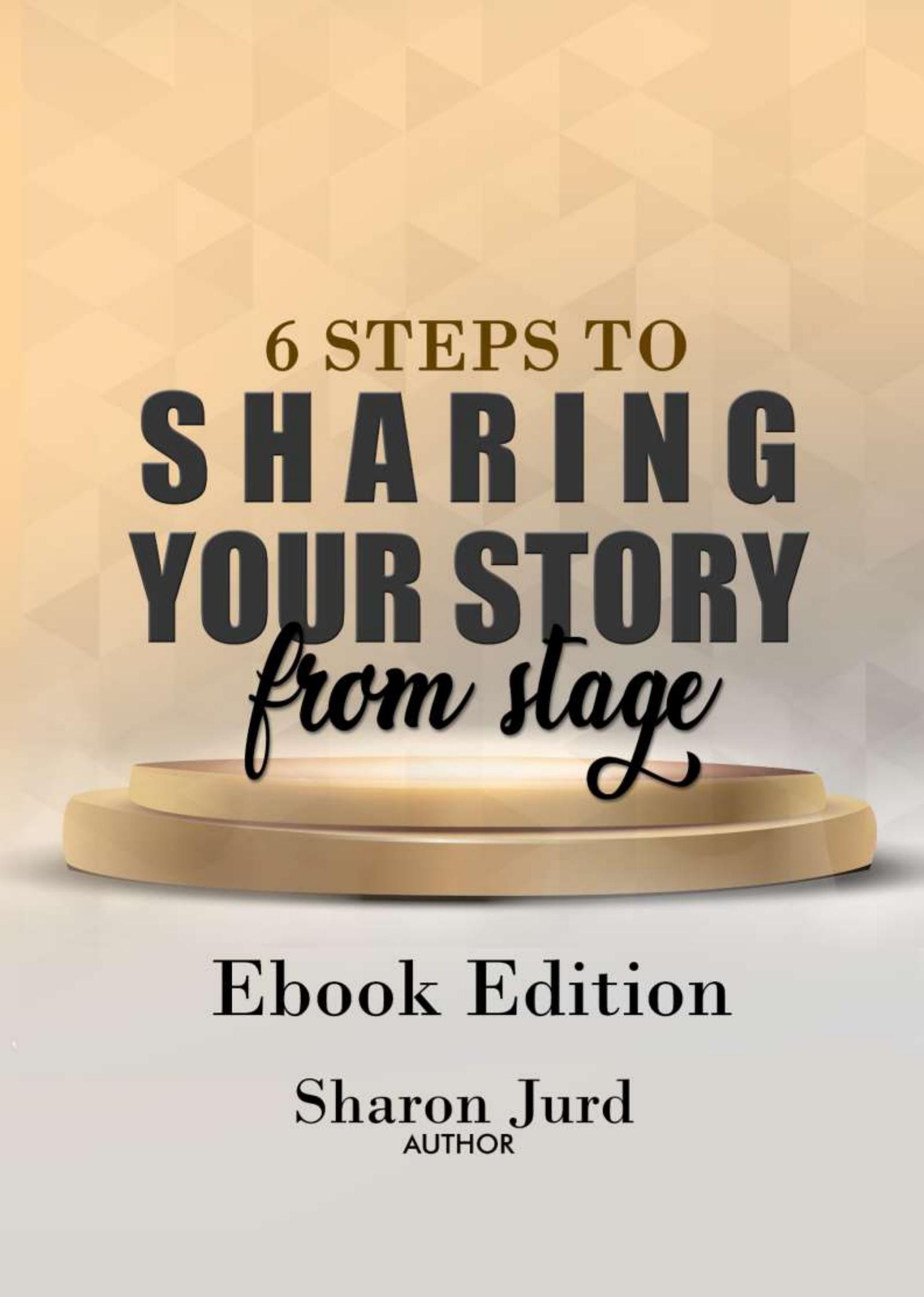


6 STEPS TO  
**SHARING  
YOUR STORY**  
*from stage*



**Sharon Jurd**  
AUTHOR



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**Ebook Edition**

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## INTRODUCTION

Telling your story in a precise, clear, structured way is the most important aspect of any presentation.

Telling your story is much more than standing in front of an audience and sharing your life. It is about sharing parts of your life that has relevance and a purpose for your audience. You don't want your audience thinking, "Why is she telling me this?" "What does this have to do with me?" What you want them saying is: "I get it!" "She has gone through what I am going through" "If she can do it, so can I!"

People buy from people.

You can have the most amazing product or service to solve your potential clients challenge or pain but if your audience doesn't understand or know the reason behind what you do then they will most likely not buy from you.

If you take your audience along with you through your journey, they will feel a real connection. They will feel there is hope for them. They will feel that you will be able to help them.

Here, I will be sharing with you 6 simple steps to designing your story, so your audience fully understands your passion and reasons why you do what you do. They will feel a real connection with your journey to their own journey, allowing them to have clarity that there are answers to their challenges. It will also allow them to see that you will be a part of their solution.

# 1. SCENE

You have to set the scene immediately to share a compelling story with your audience.

Where are you?  
What year, month, day?  
Where is the place?  
Who are you with?  
What are you doing?  
How are you feeling?

The more detail you can give about the scene, the better. When people have a picture in their mind which accurately represents to them where you are and what you are doing, they are with you, they are there too. If they are sitting there thinking “What’s going on?” Then they are not with you on your storytelling journey.

Make sure when you are designing this part of your story that you are using Visual, Auditory and Kinesthetic descriptions. Allow your audience to see what you saw, hear what you heard and feel what you felt.

You may start by saying:

“Now you would find me...”

“I take you back to...”

“Can you remember when...”

Utilise in this section ‘generalisations’. A generalisation is when you speak about times, places, and events that are relatable to the majority. Also keep in mind here the age demographic of your audience. Don’t talk about something a long time ago which may have been before your audience was even born and they would not necessarily know about the event.





## 2. STRUGGLE

This section is where you share your pain. What is your frustration, anger or sadness, what were you feeling at this time? Let the audience know how long did this pain go on for.

This is where you introduce a villain. There are many examples of who or what the villain is and I suggest it should be a person.

The villain maybe you! Yes, the voices in your head maybe the villain. You may have said to yourself things such as:

“I’m not good enough”

“I don’t have the skills”

“I don’t have enough money”

The villain can also be someone else. Was it the doctor telling you that you couldn’t achieve something or recover or overcome trauma? Was it a family member telling you that you wouldn’t succeed? Was it your boss telling you that you didn’t have the skills?

When you introduce a villain, or any other person in your story, you must give a very detailed description about this person. Allow your audience to be able to get to know them. Have your audience think of someone in their life that is similar. Share characteristics about this person that is relatable to your audience. Share things like, their height, facial features, how fast or slow they speak, move or behave. Share anything that is a bit quirky about them so the audience remembers them for example: the way they dress, if they love hugging a lot or they don't like hugging at all, if they are extroverts or introverts, do they drive like a maniac or like a little old lady. What is it about them you love or hate?

The more detail the better. If the audience has a connection with this person, it adds to them following along on your storytelling journey.

In this section you share what was said to you, what were you told? You may have been told things that had sentences that included words like: "Can't" "Won't" "Never" "Impossible" "Don't" Share these conversations with your audience, they will have most likely heard these sentences before in their own lives. They will relate!



### 3. SEARCH

You want your audience to learn about your search. They will want to know your journey, what you went through on this search. What did you look for and who did you seek out?

The people in your audience are on their own search. They may be in your audience for the very reason to find some answers to their questions or a solution to their problem.

You want them to feel like they are not the only ones going through this search stage. When people are searching, they will feel at times very lonely. Let them know that they are not alone by sharing your own search with them.



## 4. SHIFT

This is where you start to bring your audience out of perhaps a negative place (depending on your story) This is where the 'light bulb' moment happens.

What was it for you? Did you realise something? Did someone say something to you? Did you learn something new?

You may say “When this happened.....”

In this section you share how you shifted your thoughts, or you shifted your behaviour and or your actions.

At this stage you may have removed people from your life, left a relationship, added someone to your life or started a new relationship.



## 5. SOLUTION

Where did you find your solution? The solution is what you cover off on in this section. It is very important to share with your audience that you did find a solution. The audience needs to know that there is 'light at the end of the tunnel'. They need to know that there is an answer, that there is a solution for them as well. You want them to feel that if you can do it so can they. You have to give them hope. If you don't show them a solution, they will lose all hope of overcoming their own challenges.

You not only share *where* you found the solution but *how* you found the solution. You are leading the audience to see you as a solution for them in this section. You must show them that they don't need to go on searching any longer that you have the solution.



## 6. SEED

This is what you leave the audience to think about. You leave them with a phrase that is no longer than 15 words long. It can be a phrase or a rhetorical question that requires a short pause after you say it to allow your audience to process their own thoughts.

You may say something such as this:

“Do you want to continue to go around in circles and never moving forward?”

“Where will you be next year if you don’t take action now?”

“It is your time, your time to shine!”



“It's is your  
time, your  
time to  
shine!”

# CONCLUSION

I believe everyone has a story that NEEDS to be told.  
There are people out there who want to hear YOUR story.  
By sharing your story, you WILL change people's lives.

Start NOW!

*Sharon Jurd*

## IF YOU WANT TO LEARN MORE, YOU HAVE SOME CHOICES

**1. Go to my website:**

[www.smjcoachinginstitute.com.au/events](http://www.smjcoachinginstitute.com.au/events) and join me at one of my live events. I would love to have you in my room and have some fun while learning real-life, hands-on techniques.

**2. Go to my website:**

[www.smjcoachinginstitute.com.au/discoverysession](http://www.smjcoachinginstitute.com.au/discoverysession) and request to spend a FREE 30-minute session virtually with me personally. At the end of our conversation I will guarantee you that you will know what your next step will be.

**3. Go to my website:**

[www.oneononecoaching.sharonjurdevents.com.au](http://www.oneononecoaching.sharonjurdevents.com.au) if you are serious about taking your life to a level you never thought possible. If you want to work privately one-on-one with me and move forward at a dramatic pace, I would be excited to work with you.



# Sharon Jurd

Entrepreneur, Author, Speaker,  
Business Mentor and Success Coach



Sharon is a highly respected International best-selling Author as well as a seasoned Business Executive, Entrepreneur, Growth Strategist and Success Coach.

She is passionate about helping people grow their business faster than the competition by giving those business owners financial freedom, and the choice to live the life they deserve.

Sharon is qualified and recognised as a leading business coach, licenced business agent, licenced real estate agent, licenced auctioneer, licenced stock and station agent and she holds a diploma in business and franchising.

Sharon's passion for peak performance and creating success started just 6 months after she opened her first real estate office as a Century 21 franchisee where she obtained a 72% market share despite having six major well established competitors. Within the year, Sharon had opened her second office and quickly became a major player in that market place too – as the youngest single female director within the organisation.

After dominating in this area, Sharon went looking for a new challenge and sold her successful awarding winning real estate offices.

Sharon is the director of her own franchise network “HydroKleen Australia” and grew it massively in just 2 short years making it the leader in its field.

Her professional achievements have been recognised by her winning over 36 industry and business awards such as Franchise Business of the Year, People’s Choice Award, Chamber of Commerce Business of the Year, Gold Coast Business Excellence Award - Emerging Business and Merit Award for Franchise Women of the Year NT/QLD and Australian Franchise Woman of the Year, just to name a few.

For more than 20 years, Sharon has worked, travelled, consulted and taught internationally, speaking to and motivating thousands of people in Australia, New Zealand, England, France, Italy, United Arab Emirates, USA, and Canada on how to create wealth and financial success.

Sharon’s achievement and motivational programs plus articles published in newspapers and magazines nationally and internationally, have made her a sought-after speaker and consultant on the international stage.

She is the international author of the book “How To Grow Your Business Faster Than Your Competitor – *The Secrets to Freedom and Success in 5 easy steps.*”

Sharon is a member of many professional bodies and associations including Franchise Council of Australia and Women in Franchising.

She lives in Queensland, Australia with her husband John.

**If you would like to connect with Sharon socially go to the links below.**



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