

SHARING YOUR STORY

7 Elements to Consider when Crafting Your Story*

1. **Open up about who you are and your journey to caring deeply**

A good story is not a replication of your resume, instead it should include details that they can't find simply by googling you. Maybe a childhood memory can connect to what you do now. Sharing that part of your story makes you more relatable.

2. **Hook them from the start**

Boil your story down to one sentence to focus on what it's really about: "It took a disaster for me to understand the important role my father played in our community." This will help you decide which details support your main point.

3. **Memorize your opening and closing lines**

Even if you get a little lost in the middle – open and close strong. It will provide you with a safety net to overcome nerves and ensure you always stick the landing!

4. **Find commonalities.**

Carefully think about how your story can be connected to the people you are sharing the story with. Are you from the same area? Do you both have grandchildren? Did you go to the same college? Have you met them before? Good stories based in commonality resonate.

5. **“There's the ‘you’ we meet in the beginning and the ‘you’ at the end”**

The key to a good ending is showing the audience your transformation over the course of the story, even if it's the slightest transformation. Find yourself interesting. A good rule of thumb is to start in the action of the story – this will draw people in.

6. **Keep it short.**

Think about your personal story as a special pitch. You must keep it short and to the point. Time yourself. 3-5 minutes is a long time to expect someone to listen... be open to conversation.

7. **Segue to the points and CARE asks**

Caught up in the moment of relational connection? Don't forget the reason you're meeting and invite them to join you in the work (AKA Make the ask!)

*Adapted for CARE from Brian Hardwick, Inc. Magazine,
7 Tips on Crafting a Powerful Personal Story

