

SHARE YOUR STORY BLUEPRINT

3.1

Lesson
THREE.1



International Association
of Wellness Professionals

Coaching is about making a personal connection.

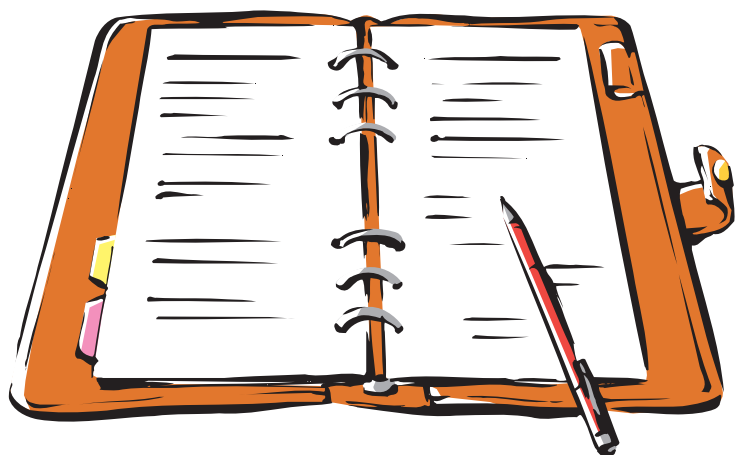
That's why your story is powerful. Stories touch people, they hit home, they allow people to relate. When someone can see themselves in your story, there's a desire to lean in, learn more and stay connected.

The majority of coaches I've trained over the last decade use the Share Your Story method in order to leverage their own story and attract their ideal clients. This is the most direct path to your niche as a coach. Even if you don't think your story is your niche, you might discover it is by going through this process. Sharing your story is an important exercise for any coach as there is always a face behind every business.

There's a story to share. What's yours?

5 STEPS to Share your story

You want to take your time crafting your story. This involves going deep. Find a quiet time where you'll be totally uninterrupted to do this. Journaling, typing on your computer, using images if you're a visual person or drawing pictures can all help. If you have multiple layers to your story, which most people do, just write them all out. You can write the story from different time periods, so you might more than one story to share.



STEP 1: The Challenge – What was your challenge or is your current challenge that you're in the middle of? What happened to you? It's important to share the ugly parts. Really dig deep and don't be afraid to share the trials and tribulations. You may have to go back in time to the pain of that time. Or you might be in it right now. This is where later people will relate and say, "Yep, that's me!"

STEP 2: The Rock Bottom Moment – This is when the challenge reached its lowest point for you. This is when you almost threw in the towel. Make sure to share the ugly details.

STEP 3: The Light Bulb Moment – This is the moment when something happened that changed everything. You found yourself having that "AH HA!" moment. This is the instant that your life changed. This is when you developed or found a solution.

STEP 4: The Big Result – This is your achievement. This is where you share how you turned it around and overcame your biggest challenge.

STEP 5: The Solution – This is the time you share where you are now and why you are doing the work that you are doing to help others. This is where you explain how your solution will help others with the same problem.