



WHAT YOU NEED TO KNOW

Masterclasses

DECEMBER 2021

MARKETING YOURSELF AS A SPEAKER

with JJ Peterson (chatting with Owen Fitzpatrick)

The brain has two goals:

- 1) The brain wants to survive and thrive
- 2) The brain wants to conserve calories

Narrative transportation is when we are transported into the journey of the main character. When this happens our experiences are synched with the story.

When a story is well told and involve narrative transportation, people are more likely to be influenced.

There are 7 elements to Storybrand

1. A **hero** with an **objective**
2. A **problem** that stops them
3. A **guide** that helps them
4. A **plan** from the guide
5. A **call to action**
6. **Results** which could be **positive** (Stakes)
7. **Results** which could be **negative** (Stakes)

Our customers go through that journey so we have to do what we can to make them **identify with the hero** in the story and we are the guide.

As the guide there are two primary qualities we need to demonstrate.

Empathy & Authority

Two audiences.

Audience you'll speak to and the audience that books you.

Target the audience you speak to and interpret it for audience you sell to.

To remain unique, focus on how you can solve their unique problem.

Clarity before cuteness

Be relevant not interesting.

3 levels of problems

External problem: what we can see and name

Internal problem: how that makes us feel

Philosophical problem: why it matters and why it shouldn't be like that

Website structure

1. Header is Clear:

- What do you do?
- How can you help? (Subtitle)
- How can we work together? (CTA)

2. Three types of problems

- Using questions to reveal problem
- Name problems
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3. Guide (empathy, authority)

4. Plan

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