

the
**PERSUASION
PLAYBOOK.**

HOW TO MOVE
YOUR AUDIENCE
WITH STORY

Courage

COR

BE
YOU





WITHOUT STORY OUR
MESSAGES WILL

struggle to be heard. •

Your success

**DEPENDS ON YOUR ABILITY
TO TELL A POWERFUL STORY.**



HI, I'M SALLY

I'M A SPEAKER, COACH, AUTHOR & ENTREPRENEUR
MOVE PEOPLE FROM THE SIDELINES TO THE SPOTLIGHT



keep in mind

**PERFECTION = NOT
PERFECTION KILLS
CONNECTION**

**THIS IS SUPER META.
WHAT'S WORKING?
WHAT ISN'T?**

**IT'S ABOUT YOU.
HERE FOR YOU!**



LET'S CHECK IN .

where are you at?

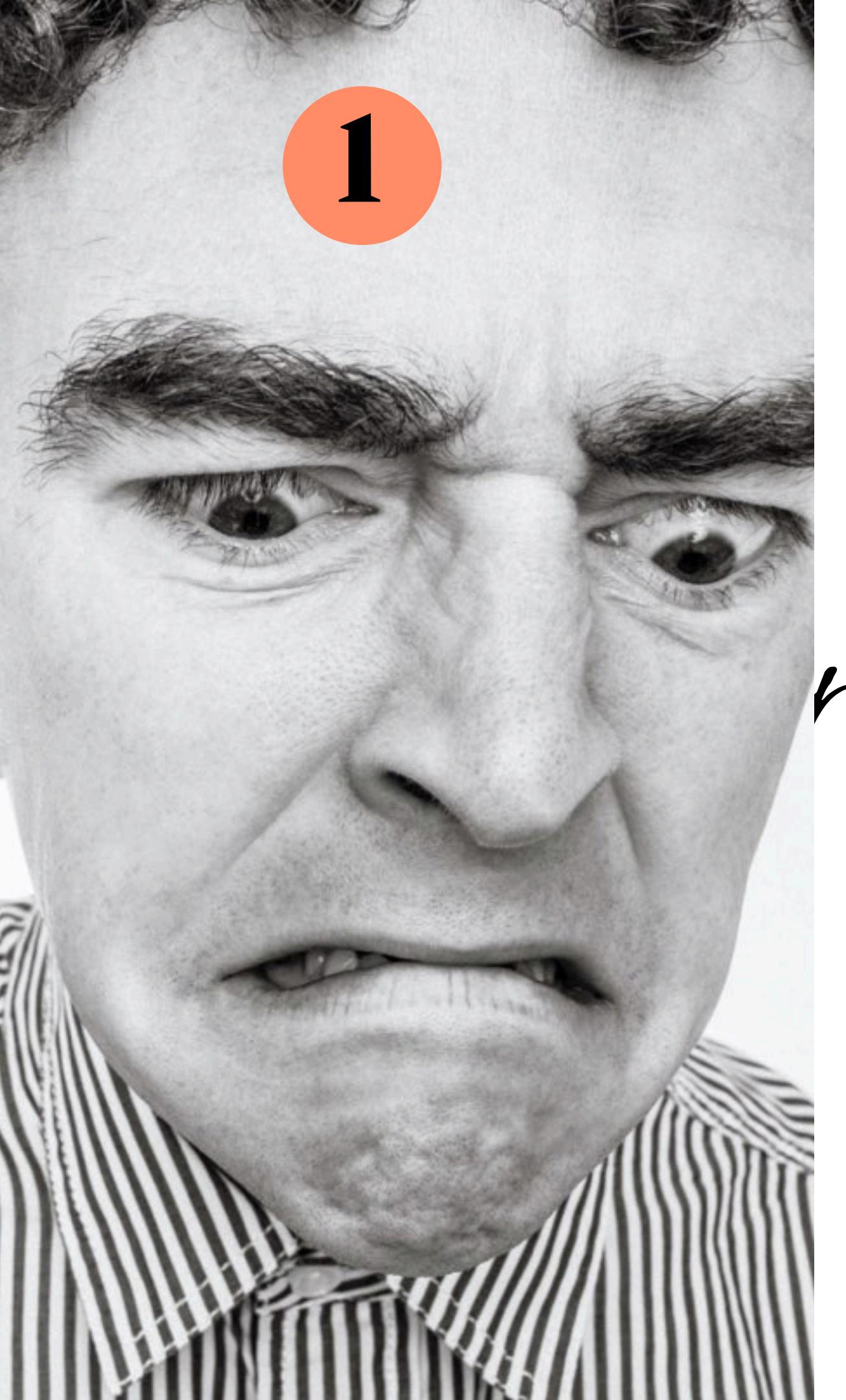


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re are you at?



1

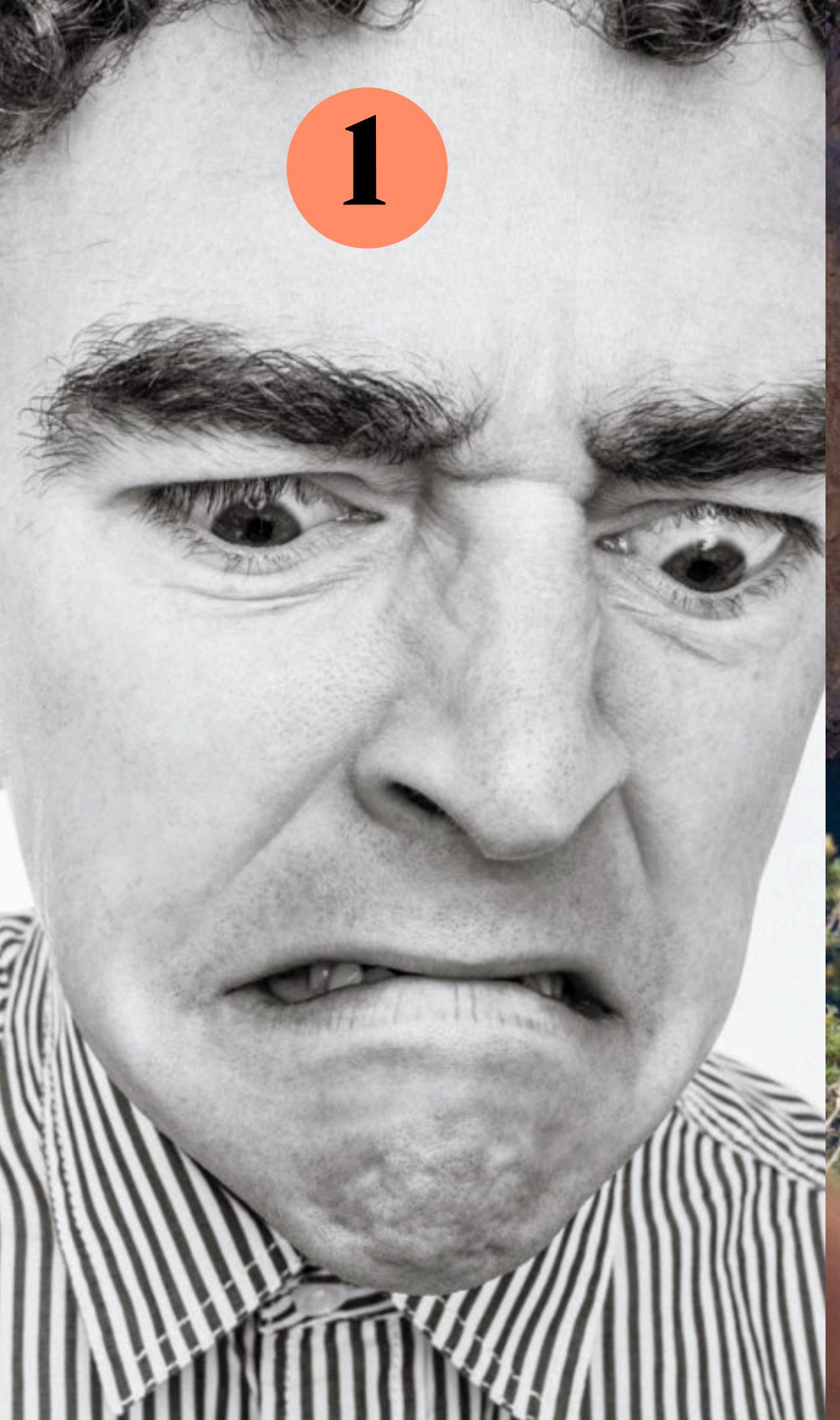


re are you a



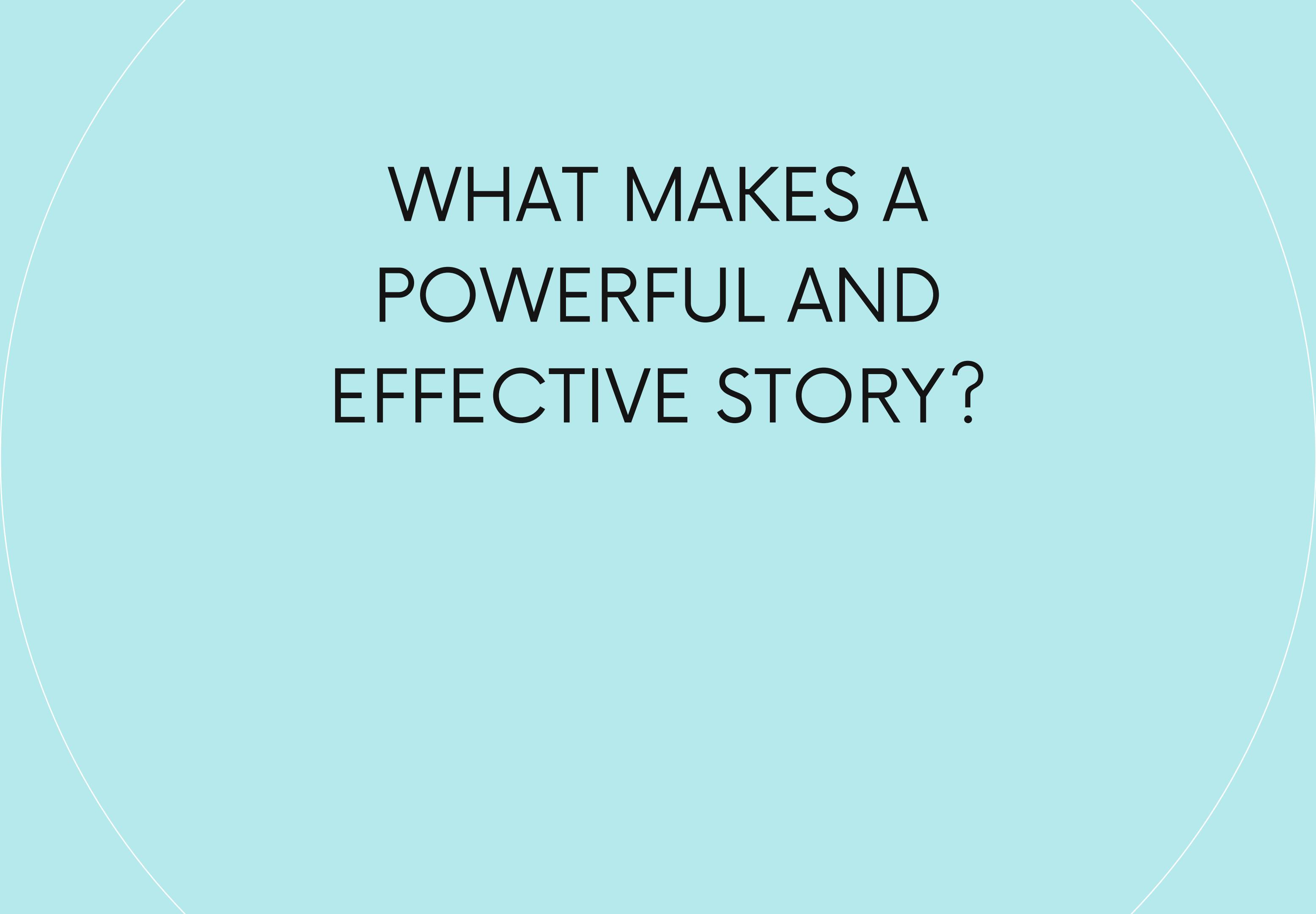
3







WHAT HOLDS YOU BACK
FROM SHARING
STORIES?



**WHAT MAKES A
POWERFUL AND
EFFECTIVE STORY?**

KNOW THIS:
EVERY SINGLE PERSON I'VE
EVER WORKED WITH
STRUGGLES WITH
SELF-DOUBT.
(INCLUDING ME)

agenda

WHY STORIES PERSUADE

brain science is cool

HOW STORIES PERSUADE

the journey we must all take

THE 3 A'S

this will help

A SIMPLE STORY FRAMEWORK

your takeaway!

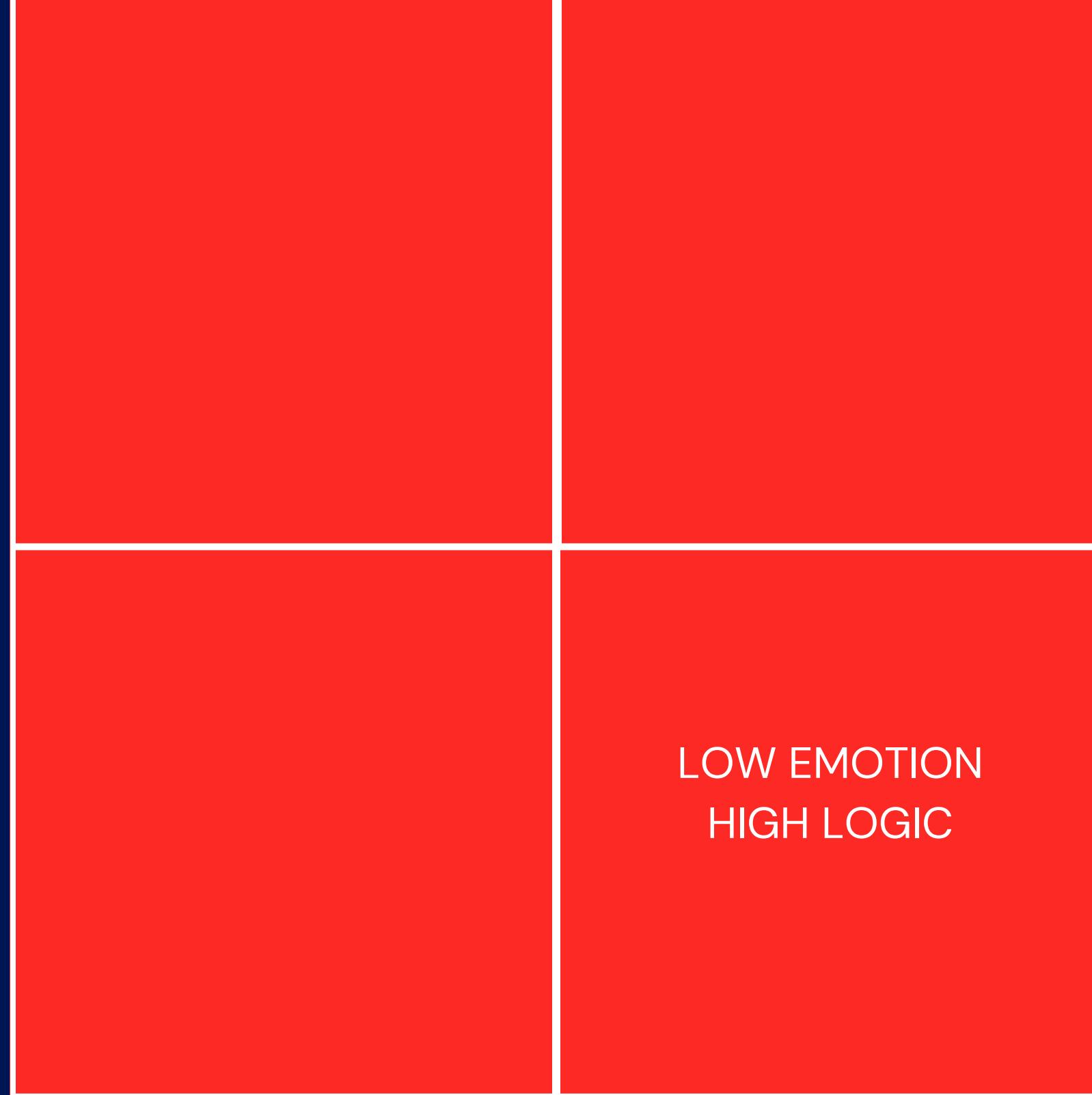
Why Stories?
PART ONE

EMOTION

LOGIC

EMOTION

LOGIC



LOW EMOTION
HIGH LOGIC

EMOTION

LOGIC

LOW EMOTION
LOW LOGIC

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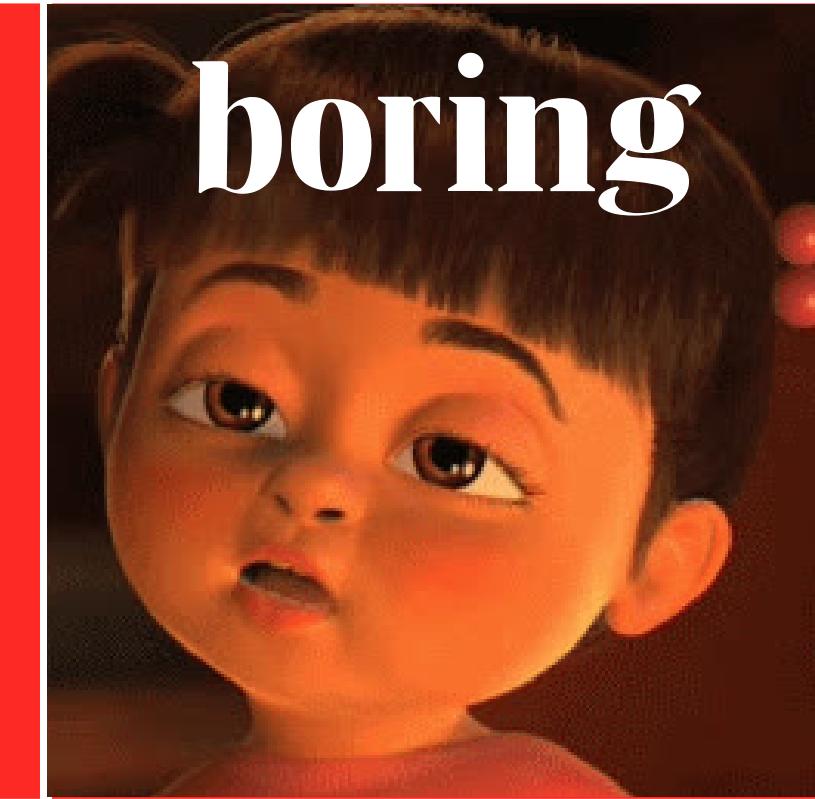
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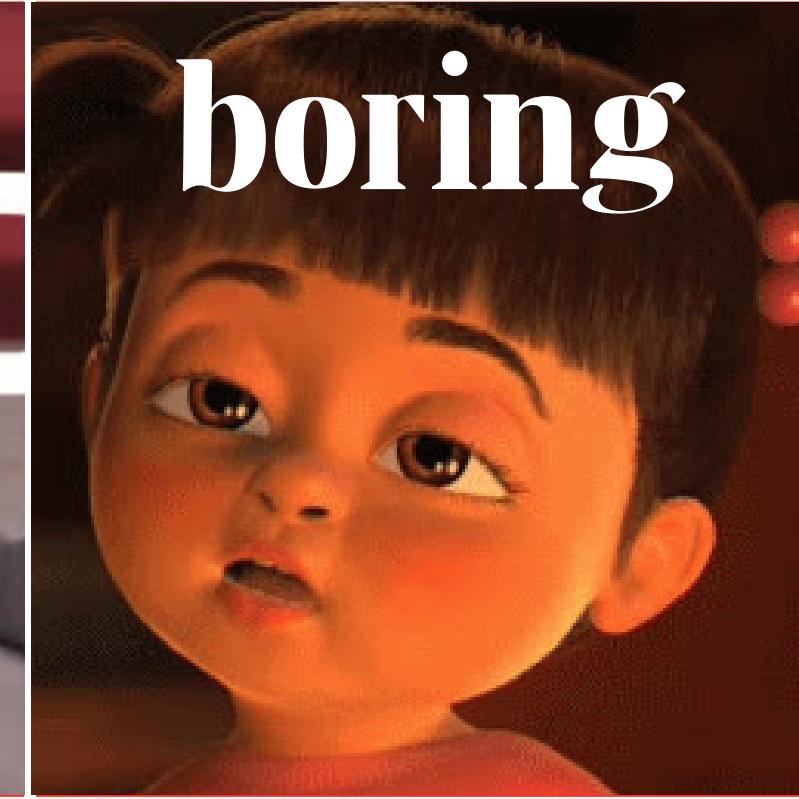


EMOTION

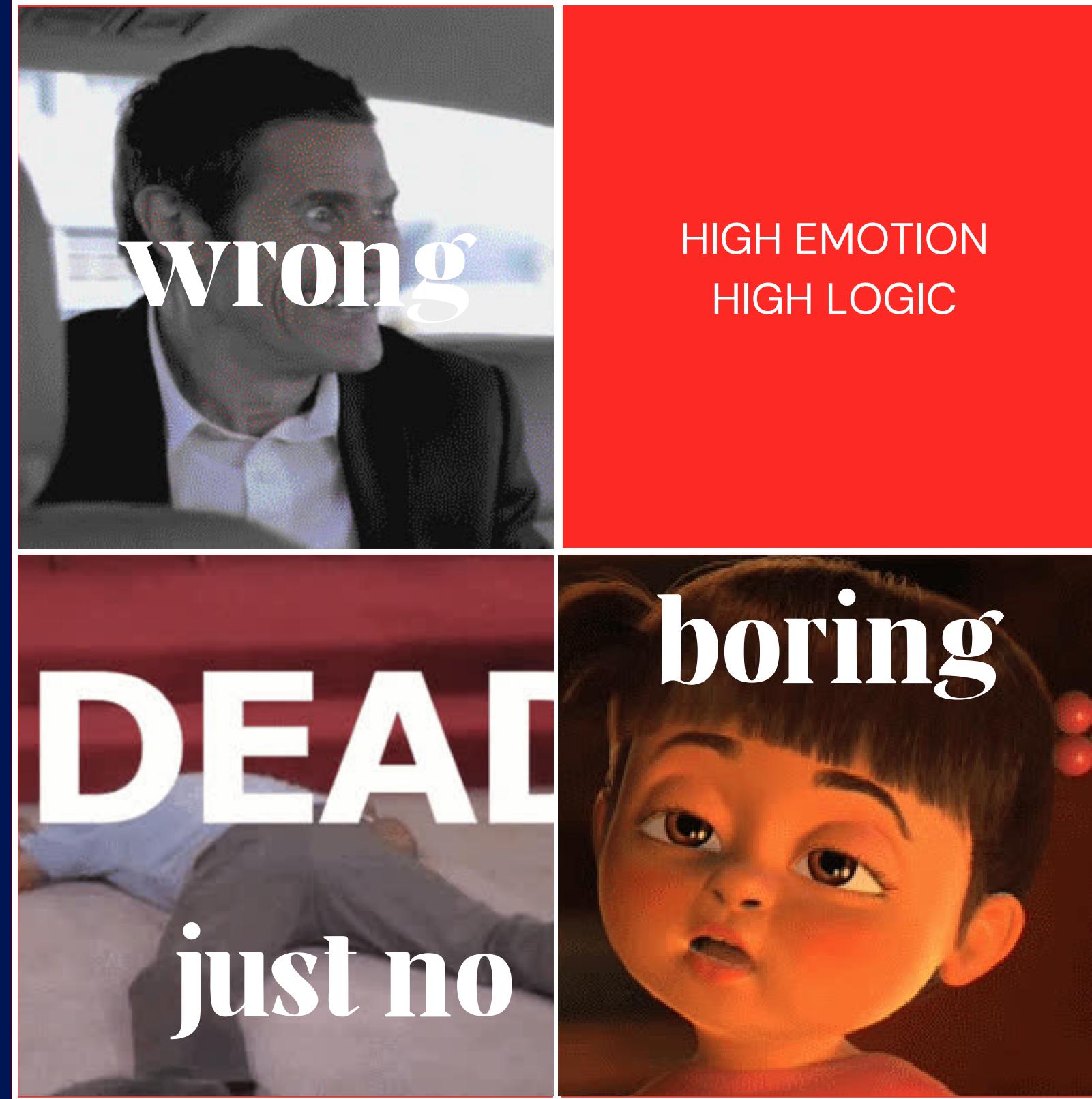
LOGIC

HIGH EMOTION
LOW LOGIC

HIGH EMOTION
HIGH LOGIC



EMOTION

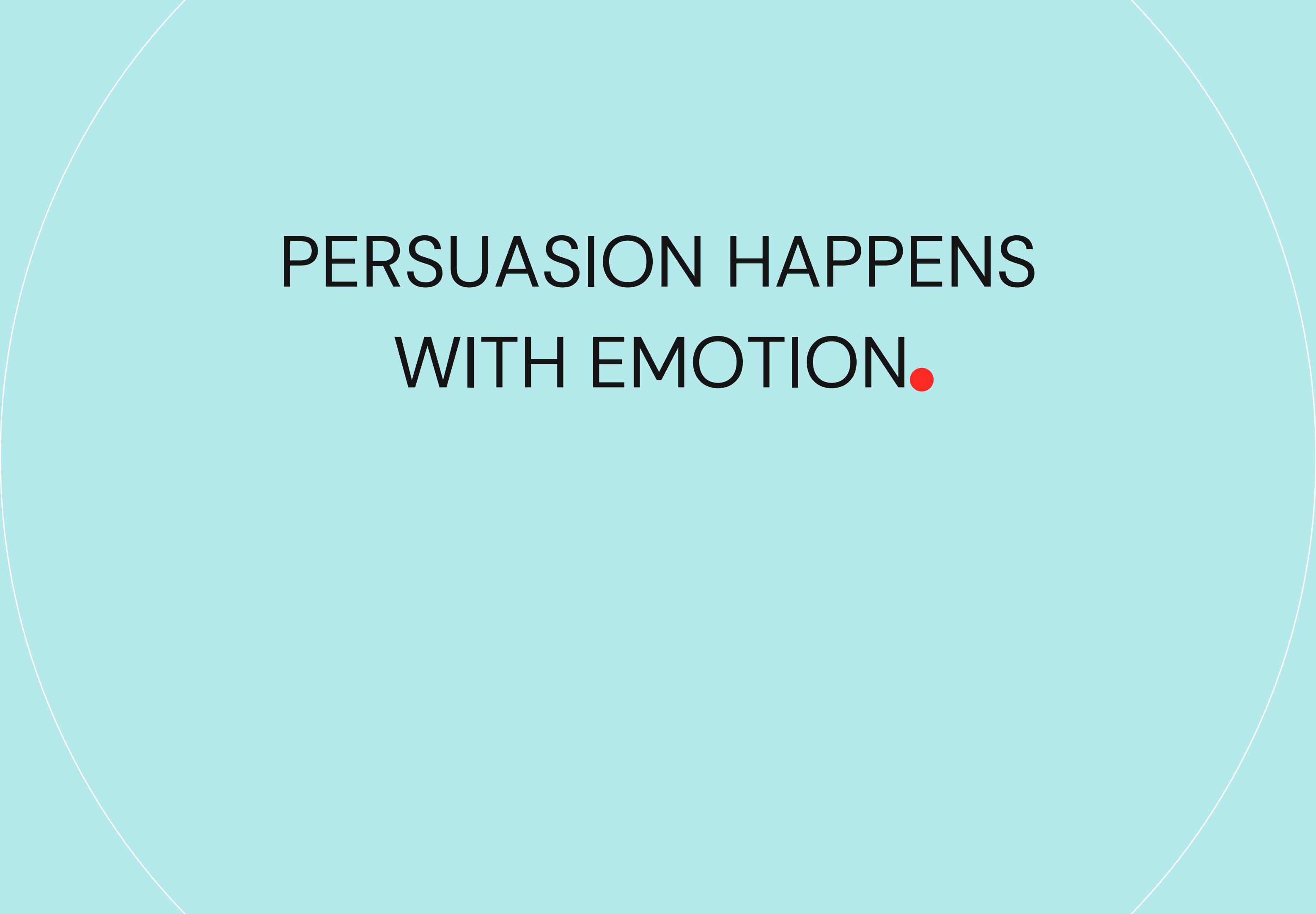


LOGIC

EMOTION



LOGIC



**PERSUASION HAPPENS
WITH EMOTION.**



THE NEAR PERFECT CONTAINER
FOR EMOTION IS STORY●

WHY STORIES?



THEY ARE ENGAGING

People listen to stories,
(and less to talking).

WHY STORIES?



THEY ARE ENGAGING

People listen to stories,
(and less to talking).



THEY EXIST OUTSIDE CATEGORY & DIVIDES

Stories sneak in before
defensiveness takes over.

WHY STORIES?



THEY ARE ENGAGING

People listen to stories,
(and less to talking).



THEY EXIST OUTSIDE CATEGORY & DIVIDES

Stories sneak in before
defensiveness takes over.



THEY CREATE EMPATHY

Persuasion happens
when people feel; and
stories make people
feel.

WHY STORIES?



THEY ARE ENGAGING

People listen to stories,
(and less to talking).



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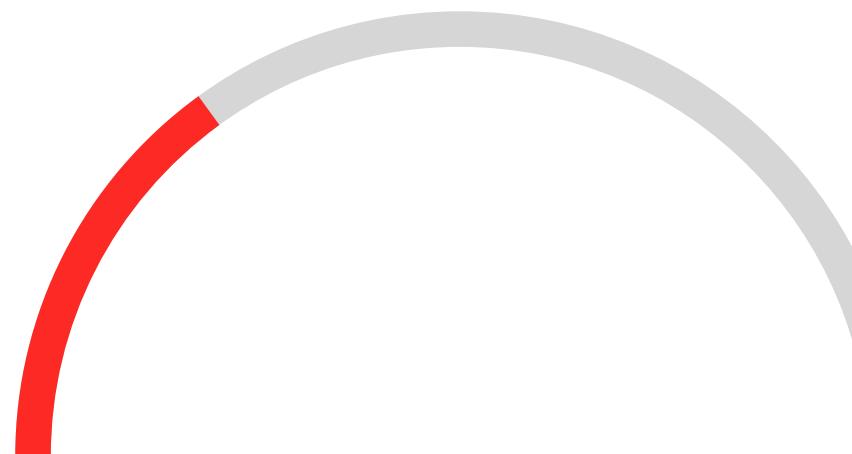
THEY MAKE THE COMPLEX SIMPLER

Stories make the
abstract ideas make
more sense.

THE SCIENCE

**OUR BRAINS ARE WIRED FOR STORIES
CAUSE & EFFECT NARRATES OUR EXISTENCE**

PLUS:

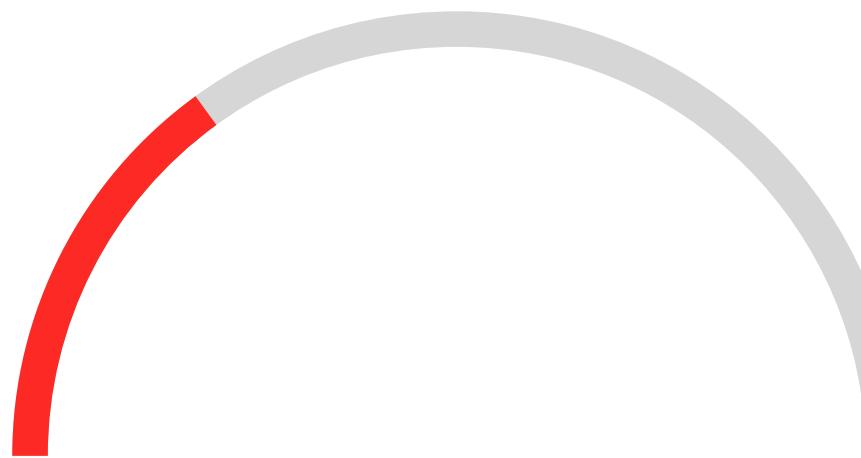


**THE "INSULA"
(THEY FIND RELATABLE
EXPERIENCES)**

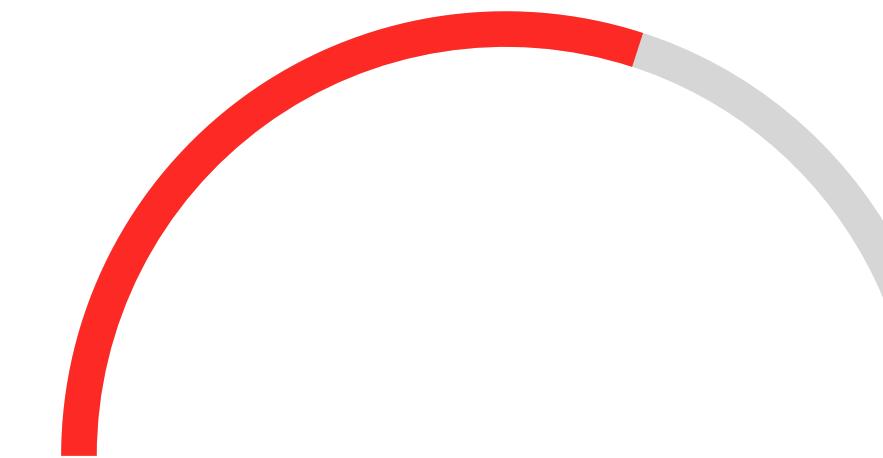
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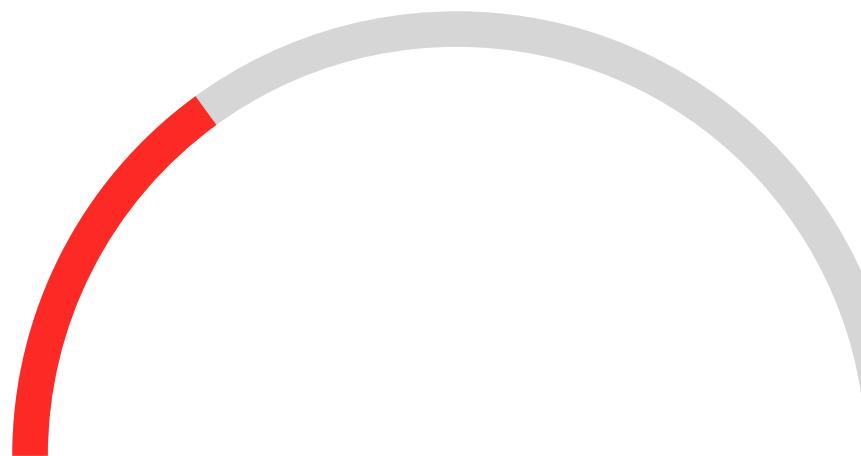


**IT IGNITES THE BRAIN
AS IF WE WERE THERE**

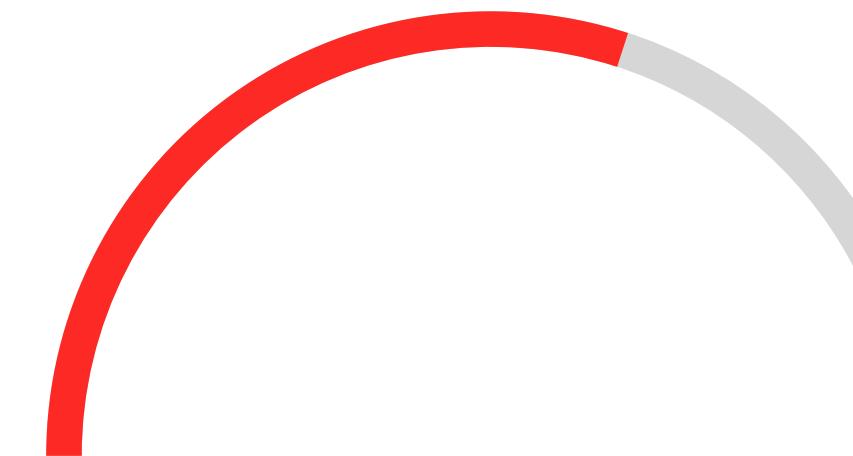
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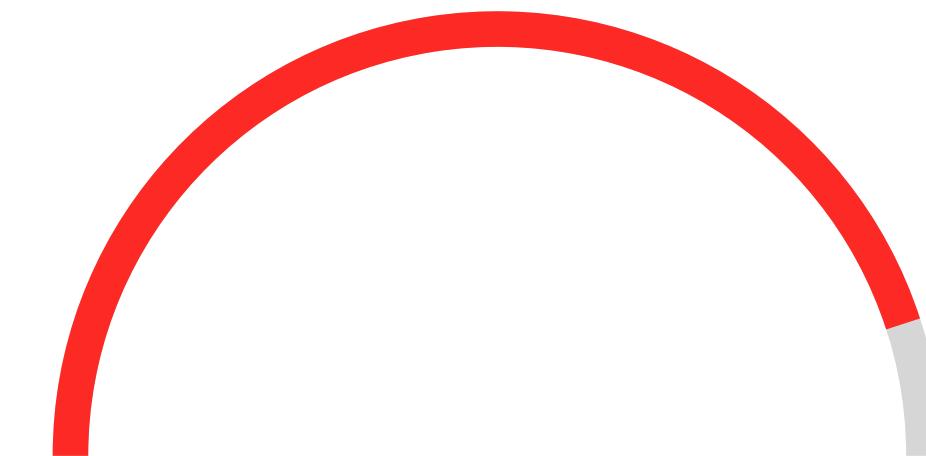
PLUS:



**THE "INSULA"
(THEY FIND RELATABLE
EXPERIENCES)**



**IT IGNITES THE BRAIN
AS IF WE WERE THERE**



**OUR HIGHEST THINKING
BRAIN LIKES THE NOVEL OF
STORYTELLING**



STORIES ARE NOT JUST
MARKETING STRATEGIES;
THEY ARE A POWERFUL
TOOL FOR CHANGE.

how ~~ART~~ TWO stories?

AN
EXPERT.

SHARES WHAT THEY KNOW

AN
EXPERT.

SHARES WHAT THEY KNOW

THE WEATHER REPORTER

ANTHONY FAUCI

LISTICLES (TOP 10 WAYS TO...)

GOOGLE SEARCH

AI

AN
EXPERT.

SHARES WHAT THEY KNOW

information

THE WEATHER REPORTER

ANTHONY FAUCI

LISTICLES (TOP 10 WAYS TO...)

GOOGLE SEARCH

AI

A
THOUGHT LEADER.
AN EXPERT.

SHARES WHAT THEY KNOW *information*
SHARES WHO THEY ARE

A
THOUGHT LEADER.

AN
EXPERT.

BRENE BROWN

MICHELLE OBAMA

SIMON SINEK

MARTIN LUTHER KING, JR.

OPRAH

ANYONE WHO HAS A POV – AND IS WILLING TO LEAD WITH IT

SHARES WHAT THEY KNOW *information*

SHARES WHO THEY ARE

AN
EXPERT.
A
THOUGHT LEADER.

BRENE BROWN

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MARTIN LUTHER KING, JR.

OPRAH

ANYONE WHO HAS A POV – AND IS WILLING TO LEAD WITH IT

SHARES WHAT THEY KNOW

SHARES WHO THEY ARE

information
meaning!

IF YOU WANT TO HAVE AN
IMPACT.

THEN YOU NEED

TO BE A ~~thought~~ leader.

WHAT DOES IT MEAN TO BE A THOUGHT LEADER?

WHAT'S YOUR *Why*?
(*YOUR STORY IS CONNECTED TO THIS!)



the 3 PARTS THREE



STORYTELLING IS THE MOST
POWERFUL WAY TO PUT IDEAS
INTO THE WORLD TODAY.

Robert McKee

STORY



A MOMENT THAT IS BROUGHT TO LIFE
AND WHOSE MEANING IS ILLUMINATED BY
THE WORDS AND DELIVERY OF THE
SPEAKER

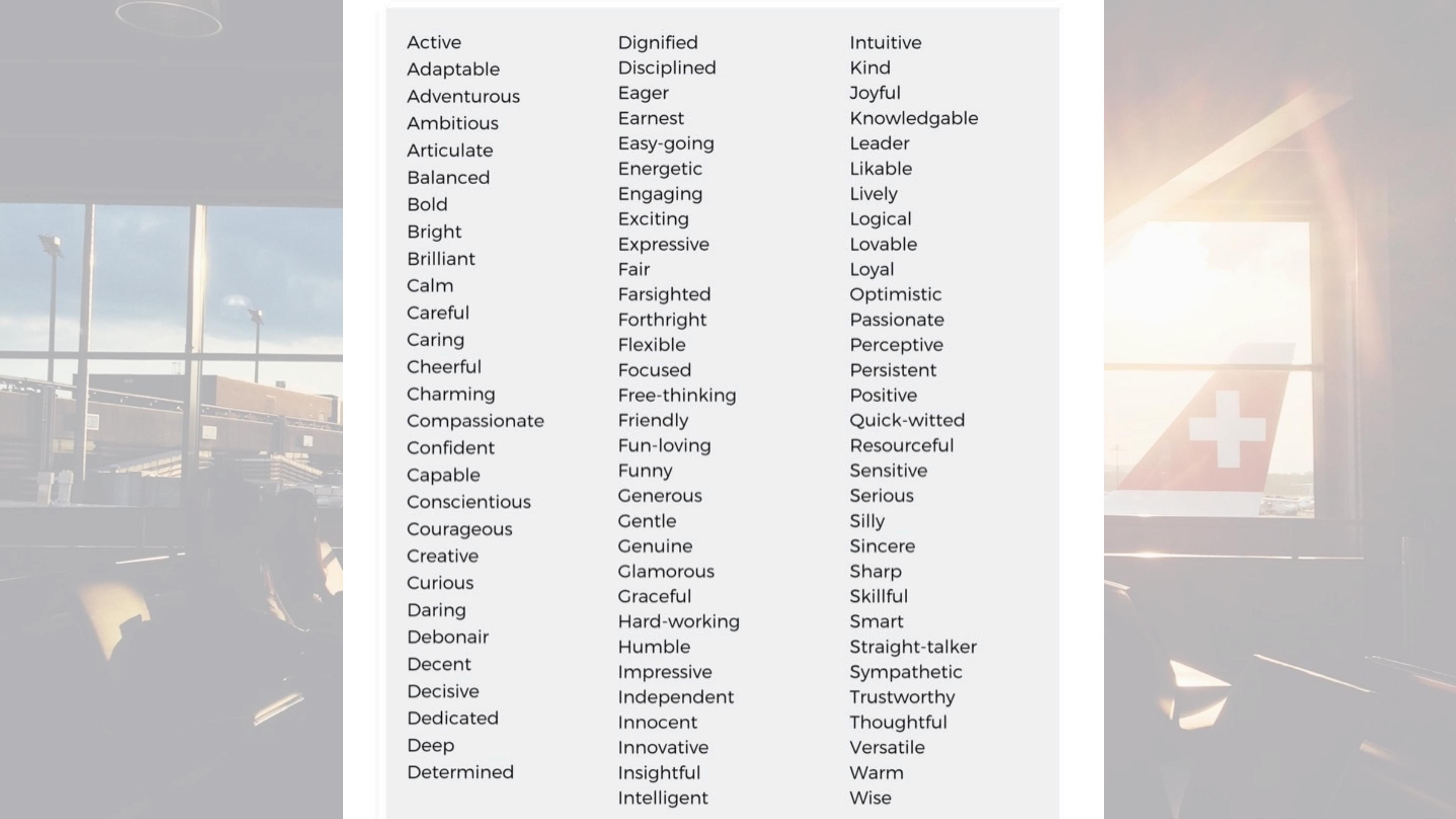
1

A

“
our first job as speakers
and leaders is to
know ourselves.

PEARL BUTTON





Active	Dignified	Intuitive
Adaptable	Disciplined	Kind
Adventurous	Eager	Joyful
Ambitious	Earnest	Knowledgable
Articulate	Easy-going	Leader
Balanced	Energetic	Likable
Bold	Engaging	Lively
Bright	Exciting	Logical
Brilliant	Expressive	Lovable
Calm	Fair	Loyal
Careful	Farsighted	Optimistic
Caring	Forthright	Passionate
Cheerful	Flexible	Perceptive
Charming	Focused	Persistent
Compassionate	Free-thinking	Positive
Confident	Friendly	Quick-witted
Capable	Fun-loving	Resourceful
Conscientious	Funny	Sensitive
Courageous	Generous	Serious
Creative	Gentle	Silly
Curious	Genuine	Sincere
Daring	Glamorous	Sharp
Debonair	Graceful	Skillful
Decent	Hard-working	Smart
Decisive	Humble	Straight-talker
Dedicated	Impressive	Sympathetic
Deep	Independent	Trustworthy
Determined	Innocent	Thoughtful
	Innovative	Versatile
	Insightful	Warm
	Intelligent	Wise



WORDS FAIL US.



WORDS FAIL US.

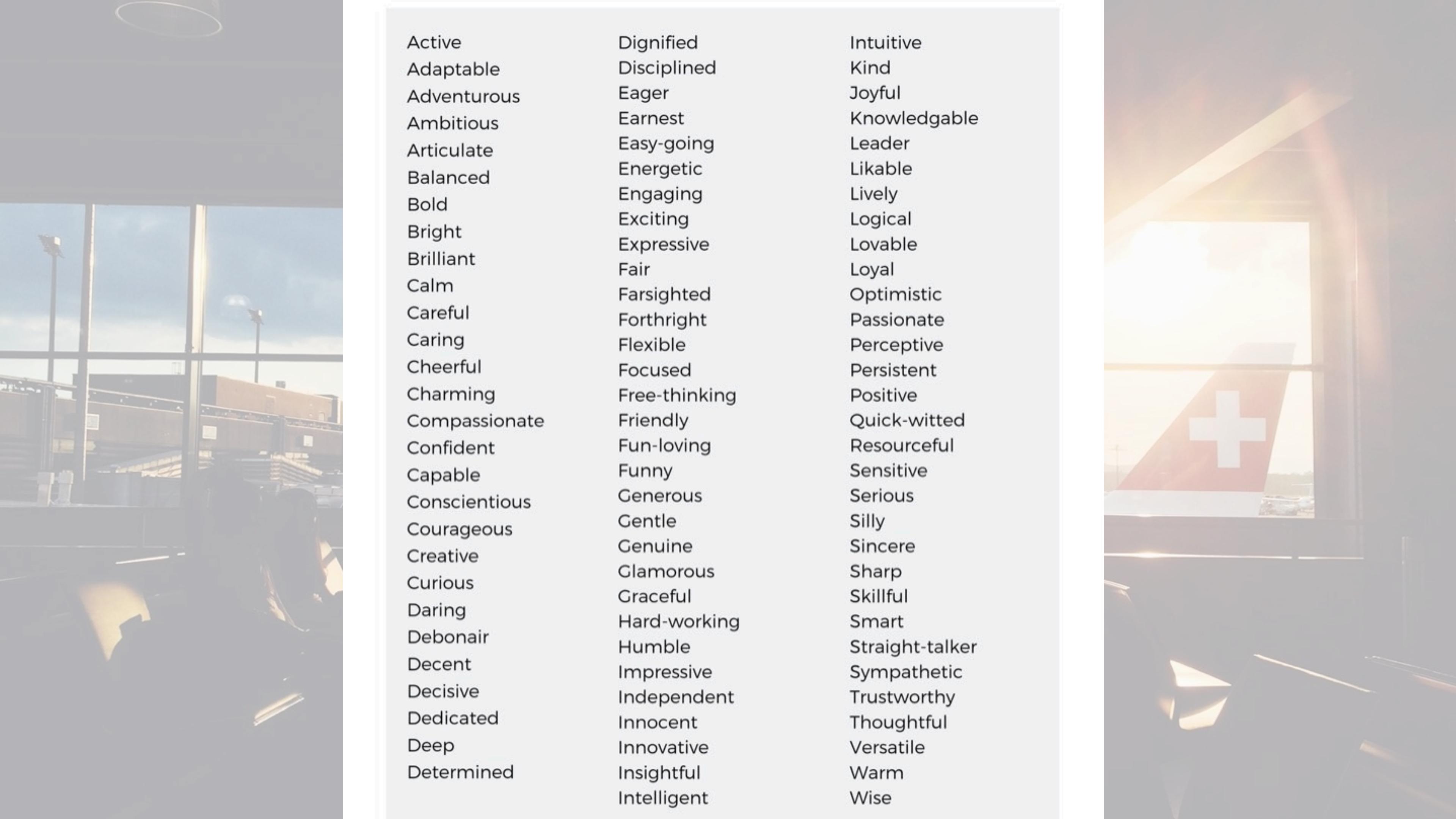
RING OF TRUTH.



WORDS FAIL US.

RING OF TRUTH.

OTHERS EXPERIENCE YOU.

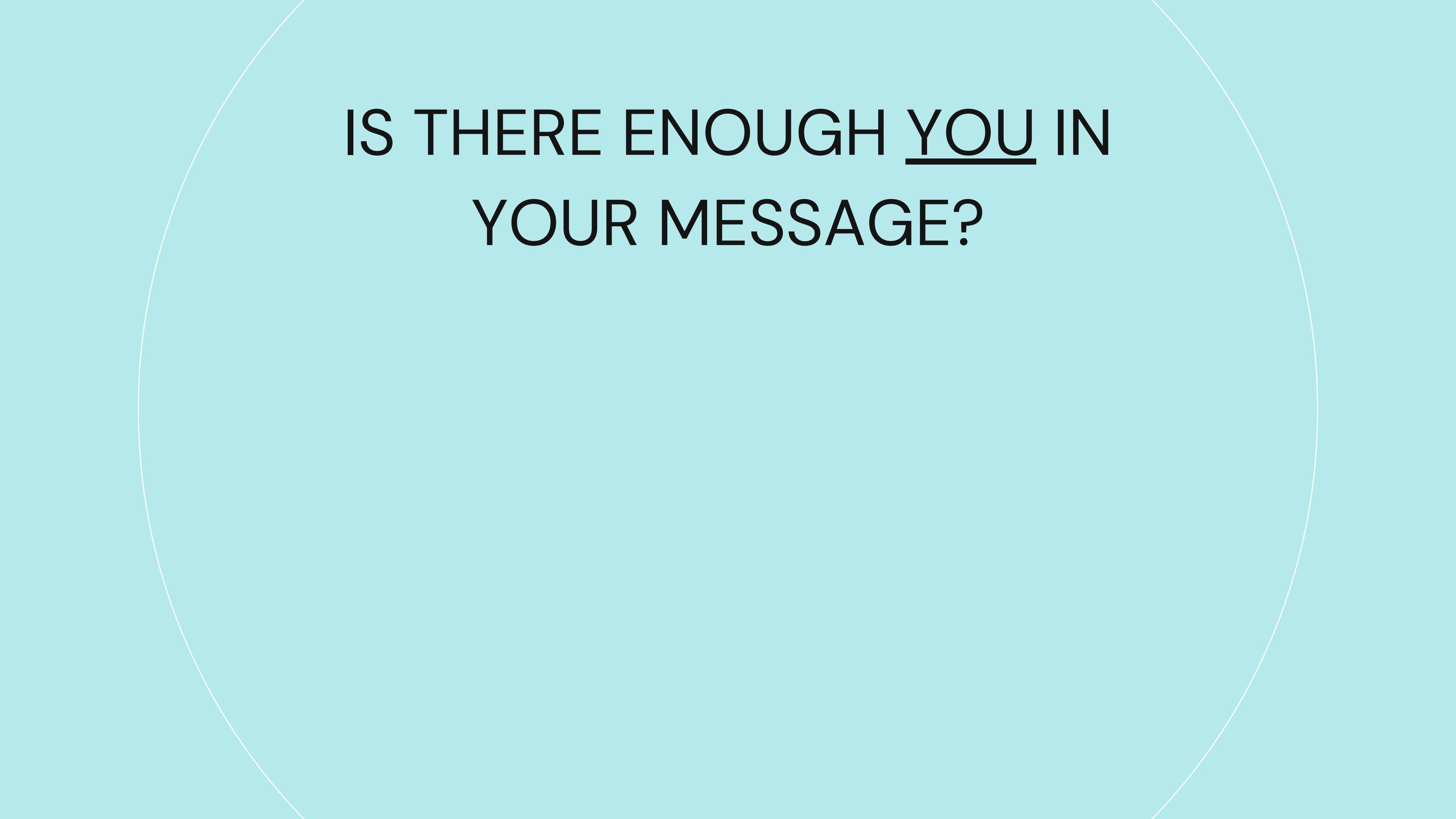


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1

A UTHENTICITY

**WHAT MAKES YOU, YOU?
AND DO WE GET TO SEE THAT?**



IS THERE ENOUGH YOU IN
YOUR MESSAGE?

1

A UTHENTICITY

FIND YOUR PEARL BUTTON

LEAN INTO WHAT
MAKES YOU, YOU.
YOUR DIFFERENCE IS THE
DIFFERENCE-MAKER.

2

A

2

AHA!

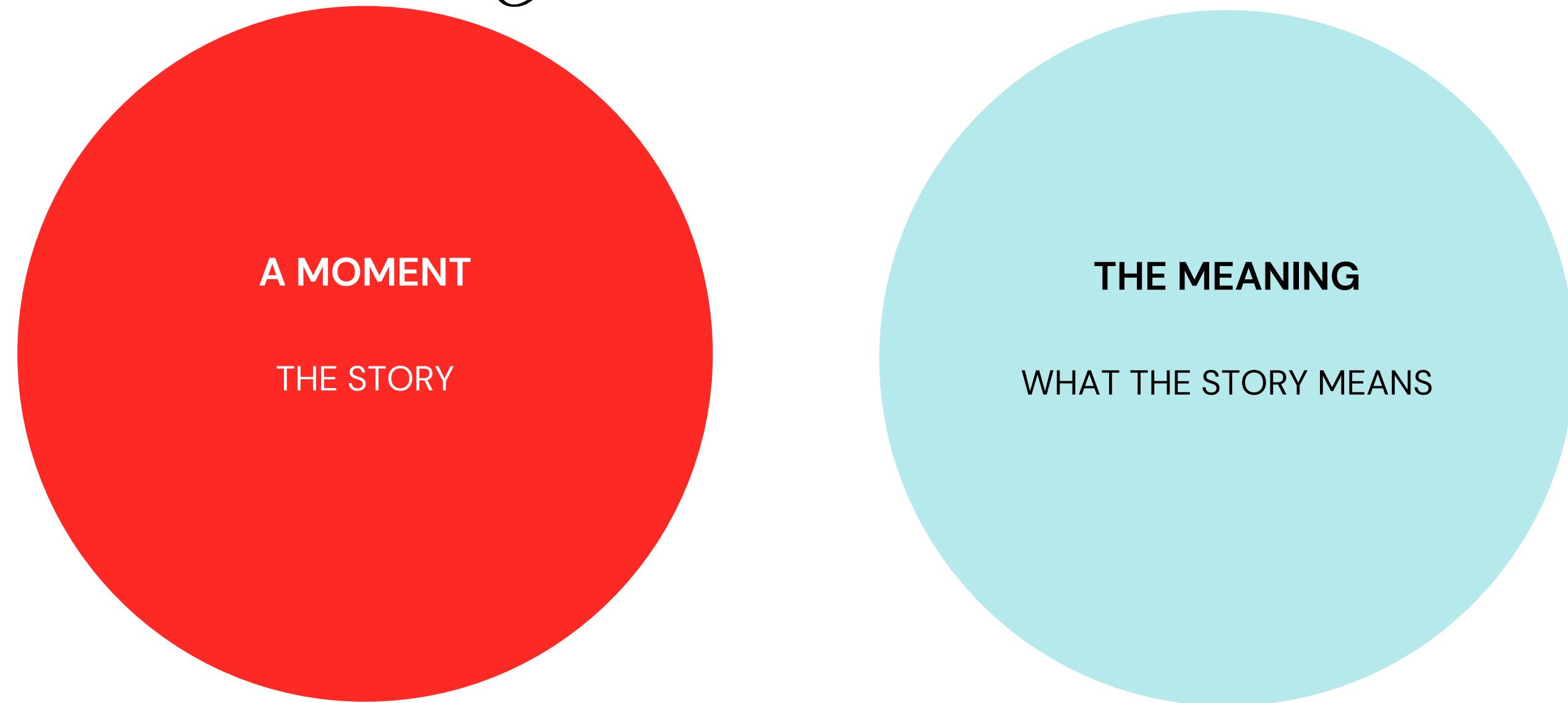
USE A STORY!

LET THE MAGIC OF STORY
CREATE “AHA” MOMENTS.

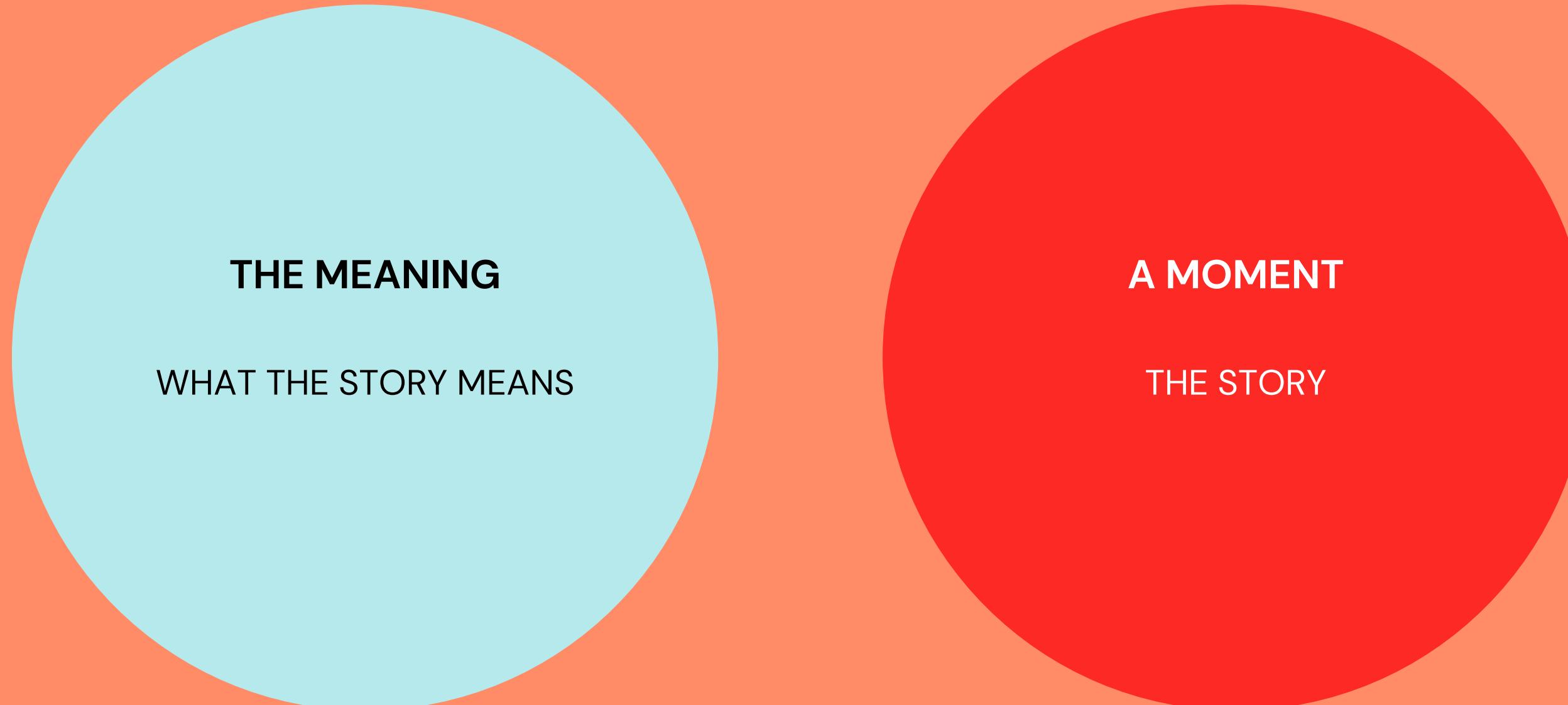
STORY



~~Speaking Story~~ *thought leadership*



MOST PEOPLE...



The diagram consists of two overlapping circles. The left circle is light blue and contains the text 'THE MEANING' at the top and 'WHAT THE STORY MEANS' below it. The right circle is red and contains the text 'A MOMENT' at the top and 'THE STORY' below it. The two circles overlap in the center, representing the intersection of meaning and moment.

THE MEANING

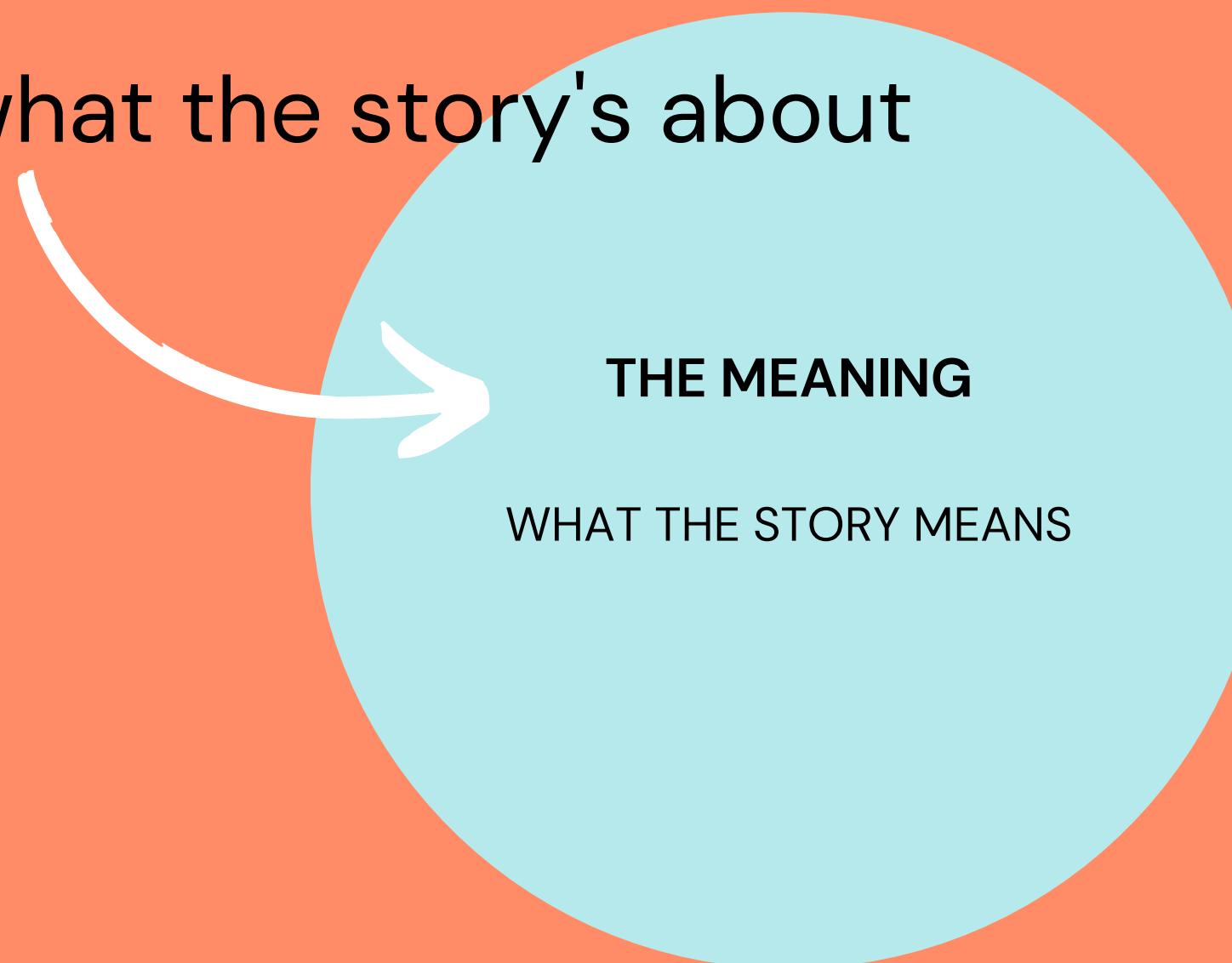
WHAT THE STORY MEANS

A MOMENT

THE STORY

MOST PEOPLE...

what the story's about



A MOMENT



MOST PEOPLE...

what the story's about

THE MEANING

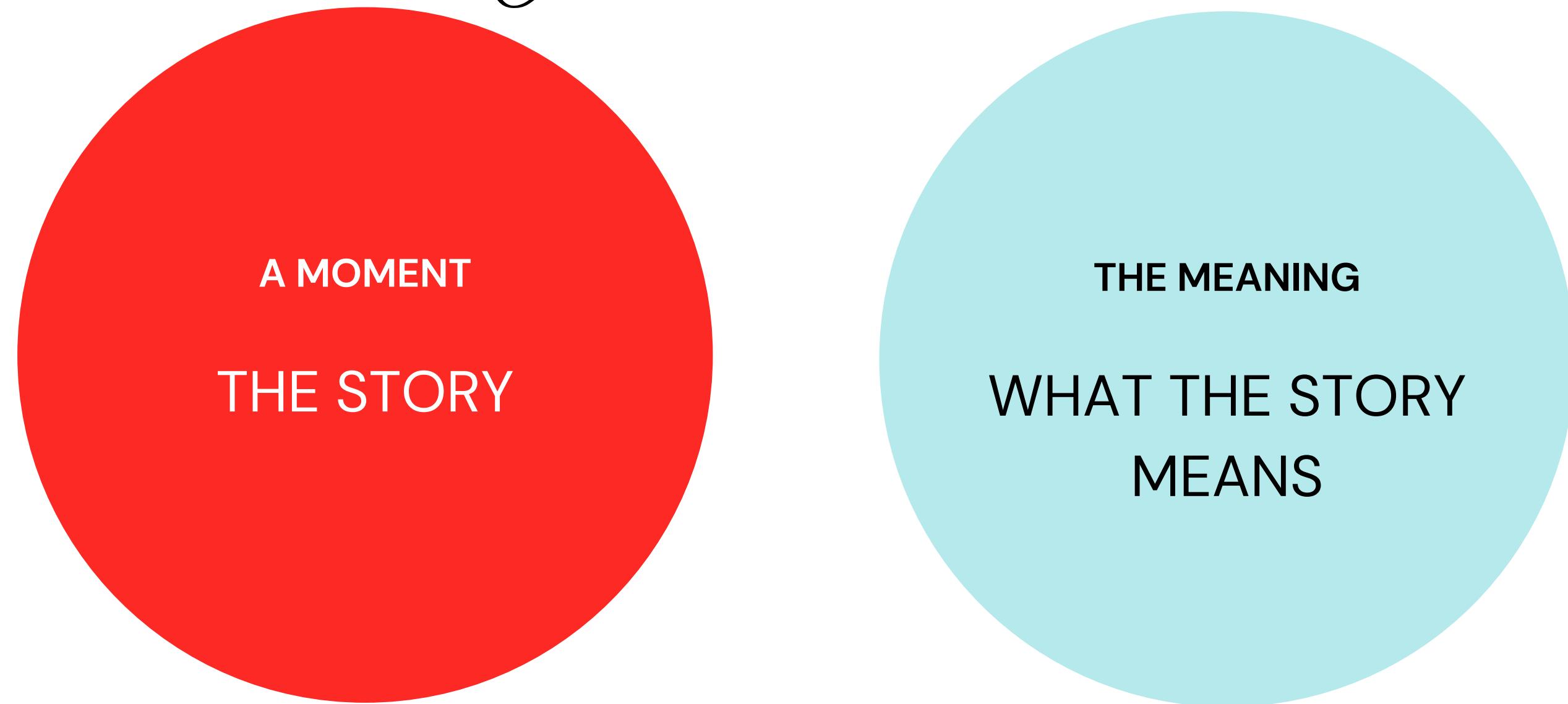
WHAT THE STORY MEANS

A MOMENT

THE STORY

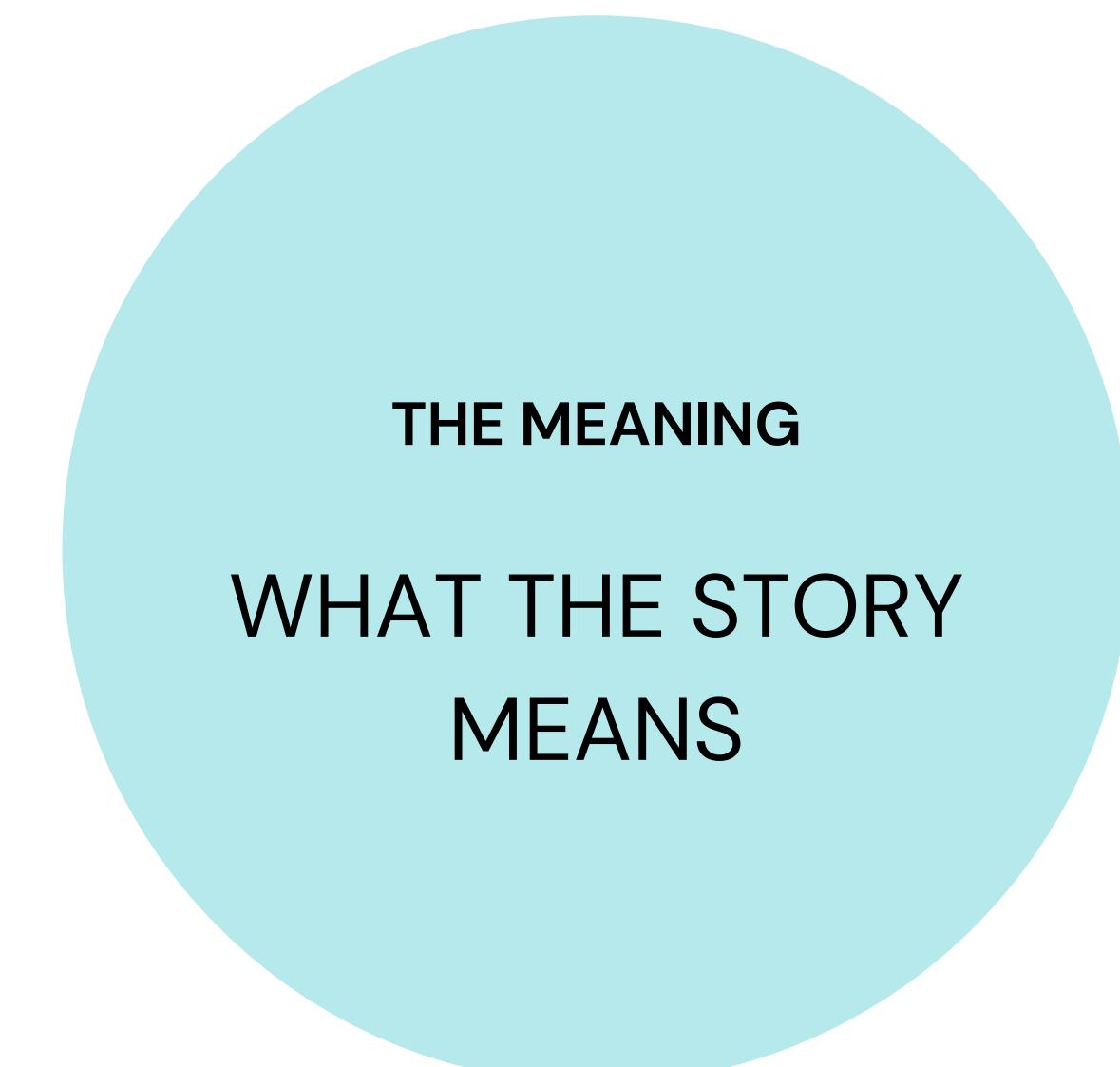
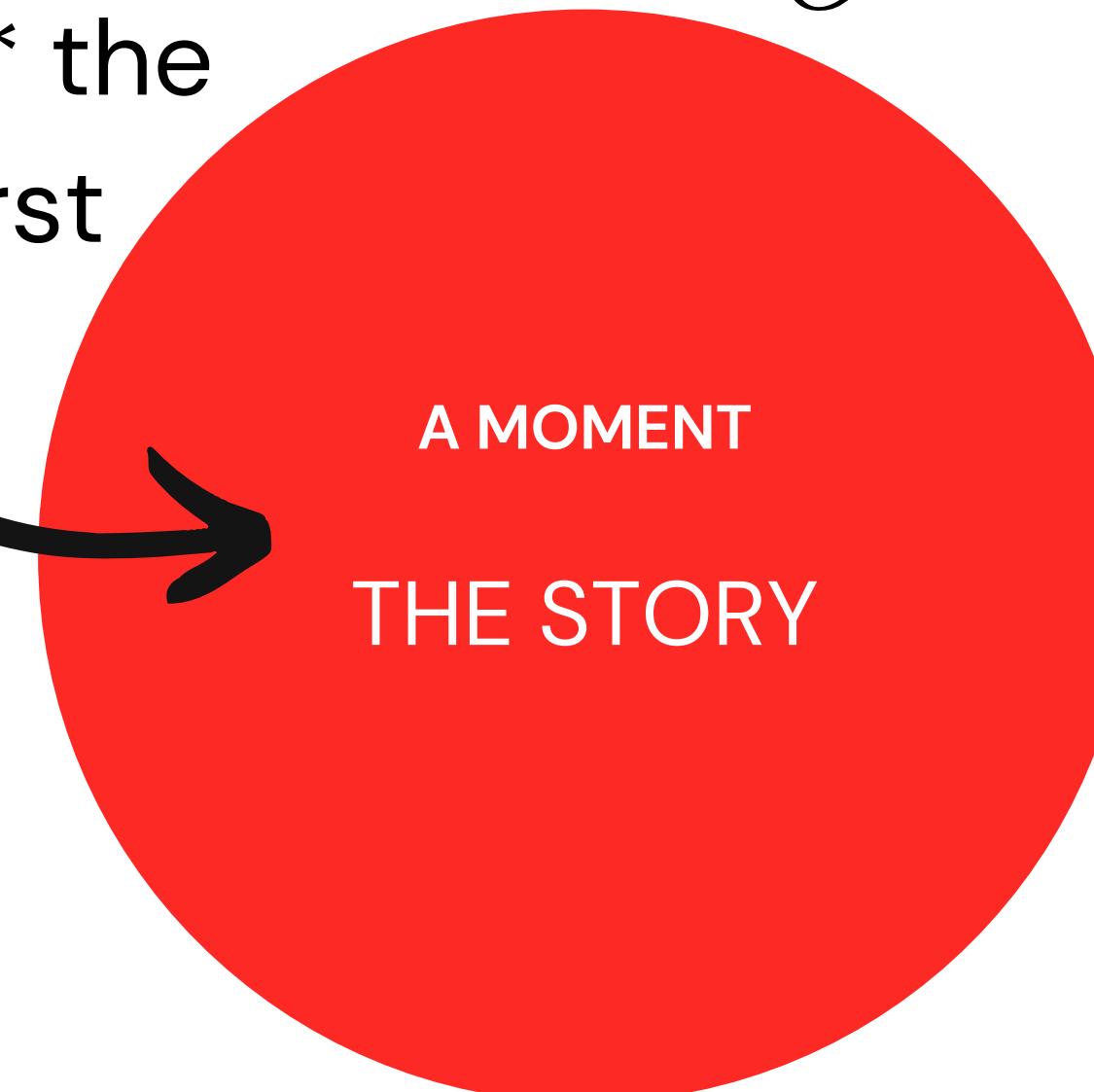
proves the point

~~Speaking Story~~ *thought leadership*



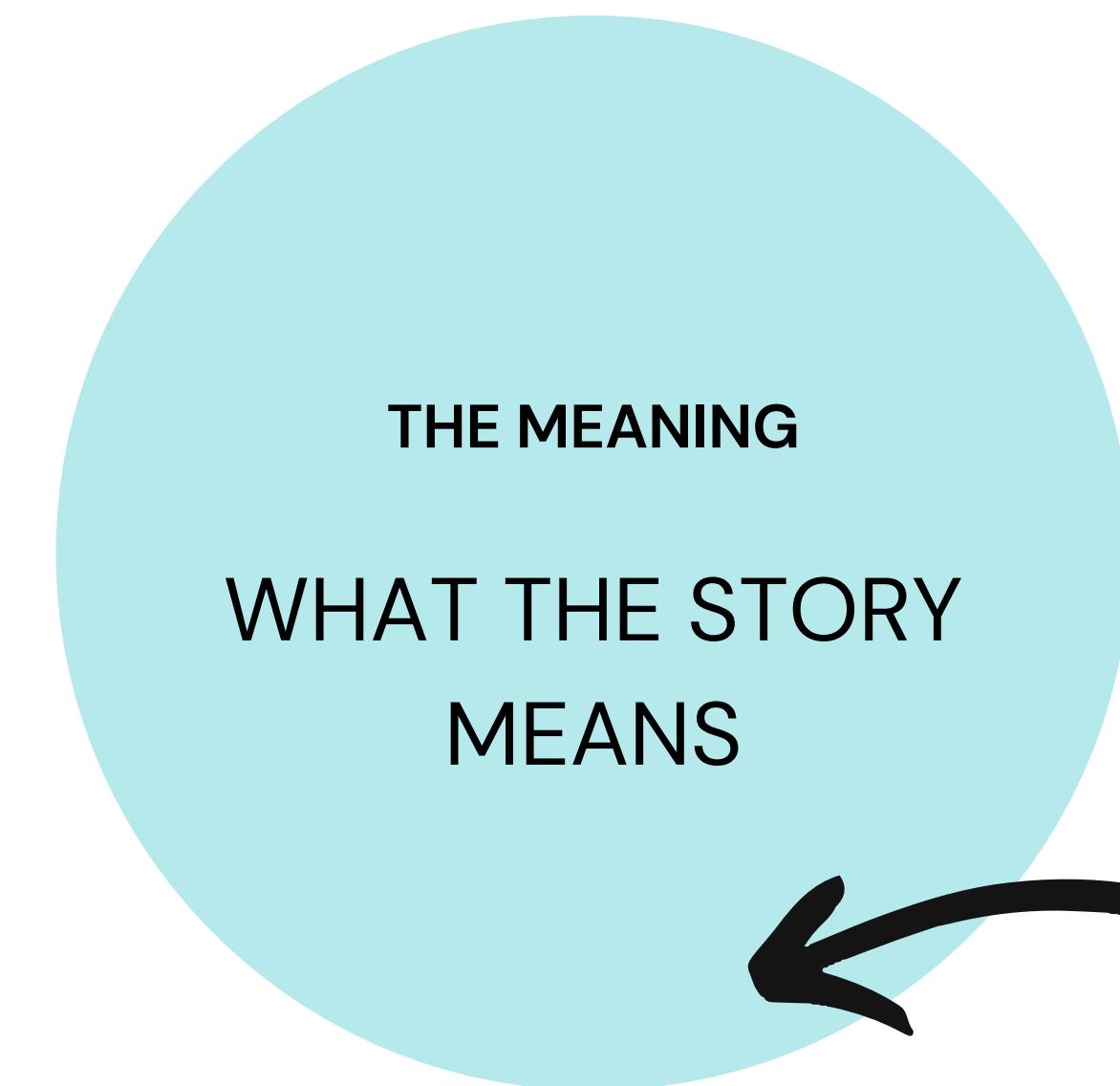
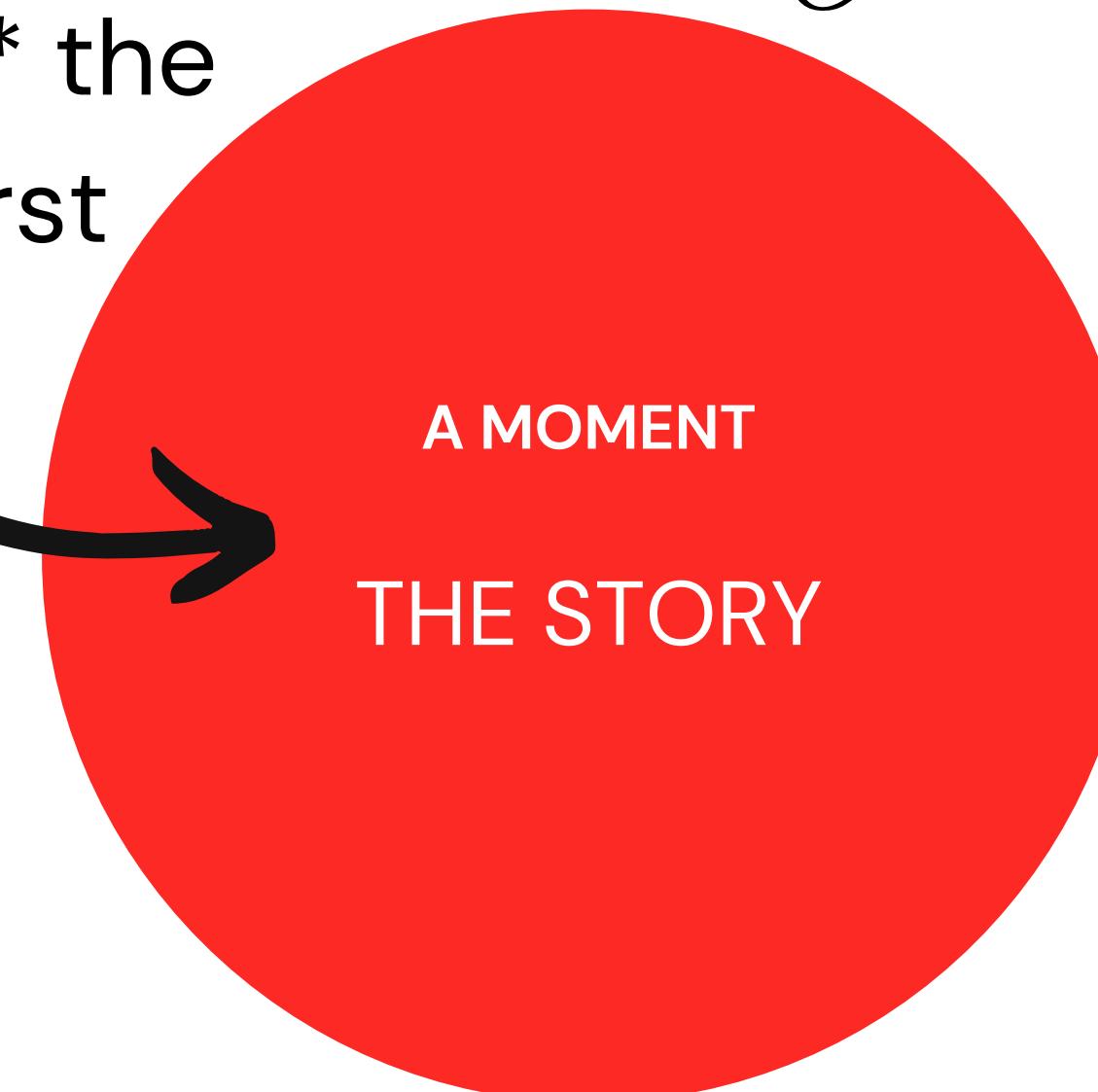
~~SPEAKING STORY~~ *thought leadership*

they *feel* the
point first



~~SPEAKING STORY~~ *thought leadership*

they *feel* the point first



your ideas create meaning

2

AHA!

STORY FIRST!

Let the story do the work for you by going first...

2

AHA!

STORY FIRST!

Let the story do the work for you by going first...

IT'S FOR THEM

What does your audience need from the story? It's not really about you (even if it's your story).

IT IS CONTEXT-DRIVEN!

3

A



**"DON'T WISH THAT
MOMENT AWAY."**

3

AUGH!

YOUR IMPERFECT SELF CREATES
CONNECTION
PERFECT LEADERS ARE A MYTH

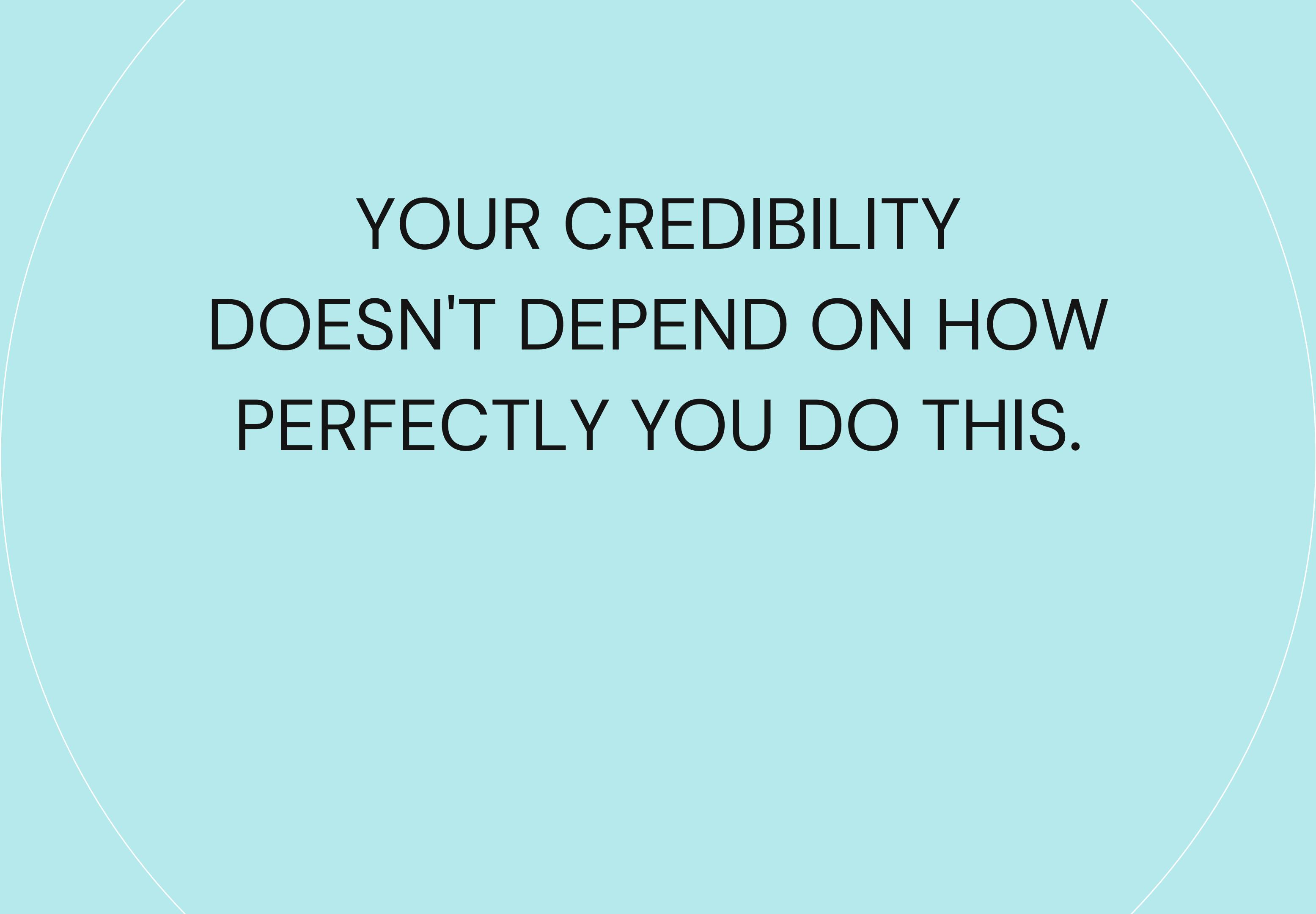


SUBSCRIBE

Prof Robert Kelly is back & this time his wife & children are meant...

i





**YOUR CREDIBILITY
DOESN'T DEPEND ON HOW
PERFECTLY YOU DO THIS.**

PERFECTION

kills

CONNECTION

(and connection is the point)

3

AUGH!

EMBRACE YOUR HUMANNESS

YOUR IMPERFECTIONS ARE
AUDIENCE GOLD

3

AUGH!

EMBRACE YOUR HUMANNESS

YOUR IMPERFECTIONS ARE
AUDIENCE GOLD

DO NOT BE THE HERO

WE DON'T CARE ABOUT YOUR
WINS; WE CARE HOW YOU
LEARNED THOSE WINS

3

AUGH!

EMBRACE YOUR HUMANNESS

YOUR IMPERFECTIONS ARE
AUDIENCE GOLD

DO NOT BE THE HERO

WE DON'T CARE ABOUT YOUR
WINS; WE CARE HOW YOU
LEARNED THOSE WINS

BECOME FRIENDS W FEAR

DO WHAT YOU CAN TO STAY
OPEN & AFRAID INSTEAD OF
CLOSED AND INVULNERABLE

THE STORIES WE TELL LITERALLY
MAKE THE WORLD. IF YOU WANT
TO CHANGE THE WORLD, THEN YOU
NEED TO CHANGE YOUR STORY.

Michael Margolis

PART *putting it together* FOUR

GOOD LEADERSHIP STORIES:

START WITH STORY

TALKING BEFORE THE STORY IS AN UPHILL BATTLE

MAKE IT ABOUT ONE MOMENT

IT'S NOT A SUMMARY OF AN EXPERIENCE; IT'S A RE-TELLING OF CAUSE & EFFECT

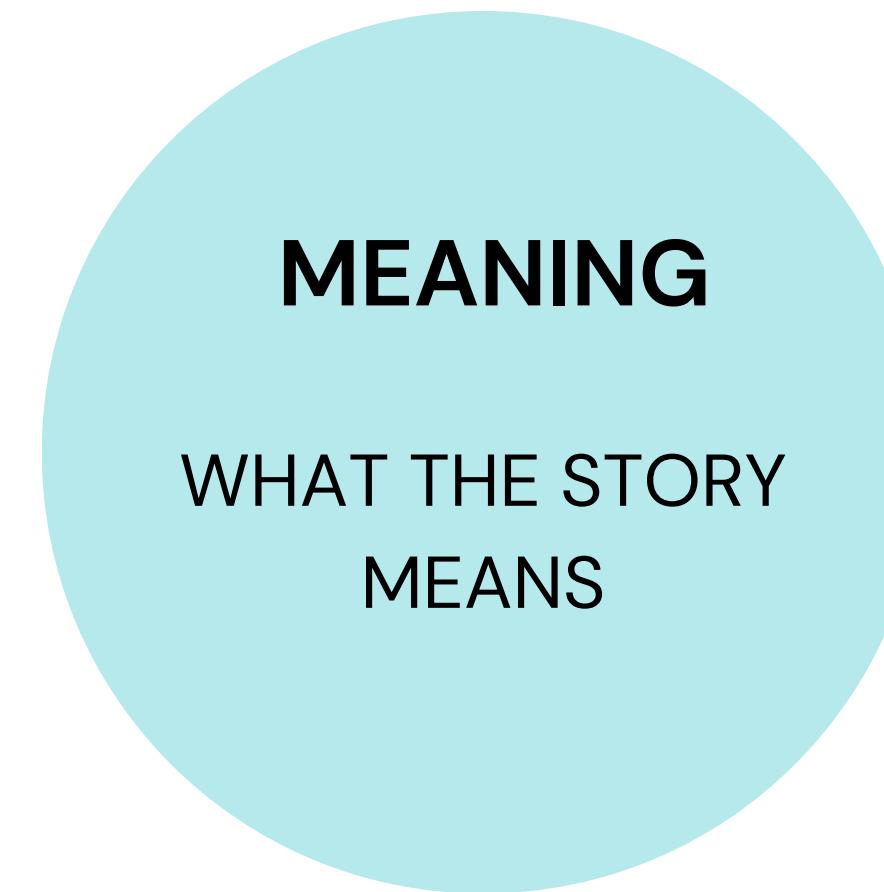
MAKE IT PERSONAL

YES, EVEN IN BUSINESS.

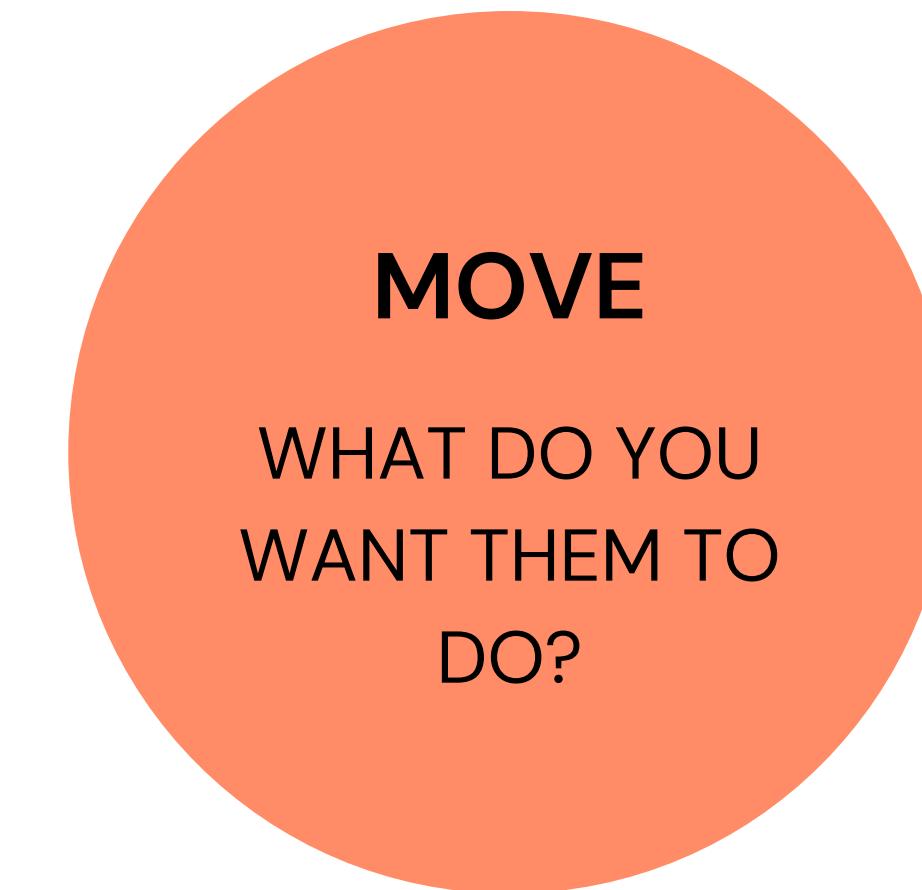
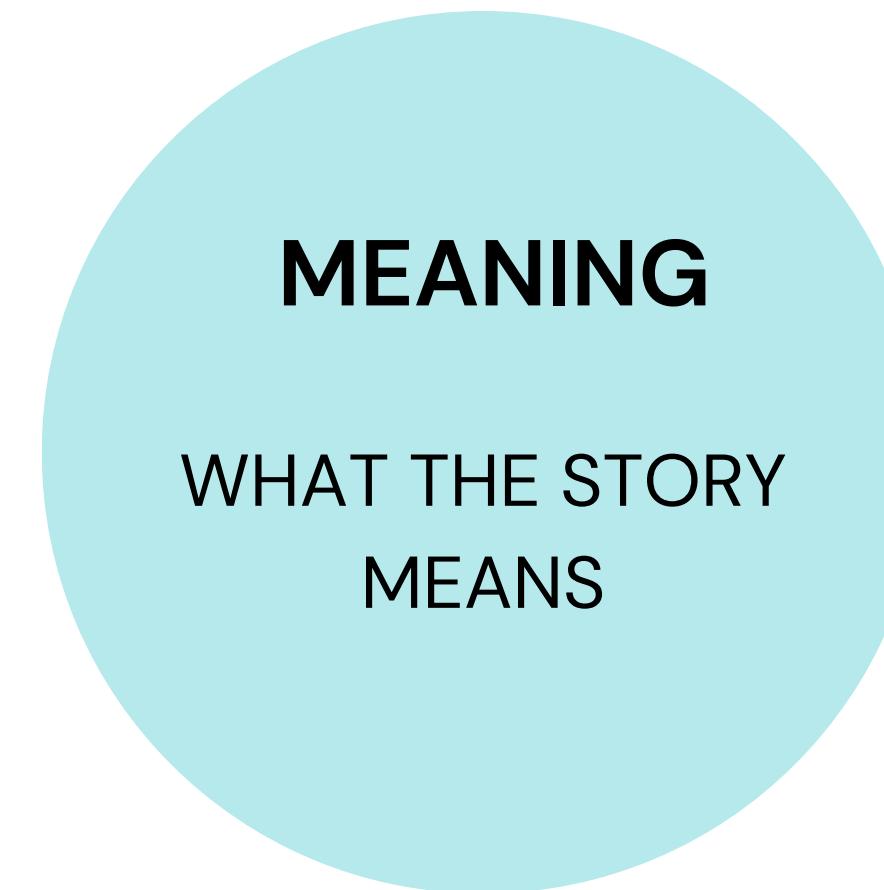
MAKE IT REAL & RISKY

DO SOMETHING WITH THE MOMENT

A SIMPLE STORY FRAMEWORK



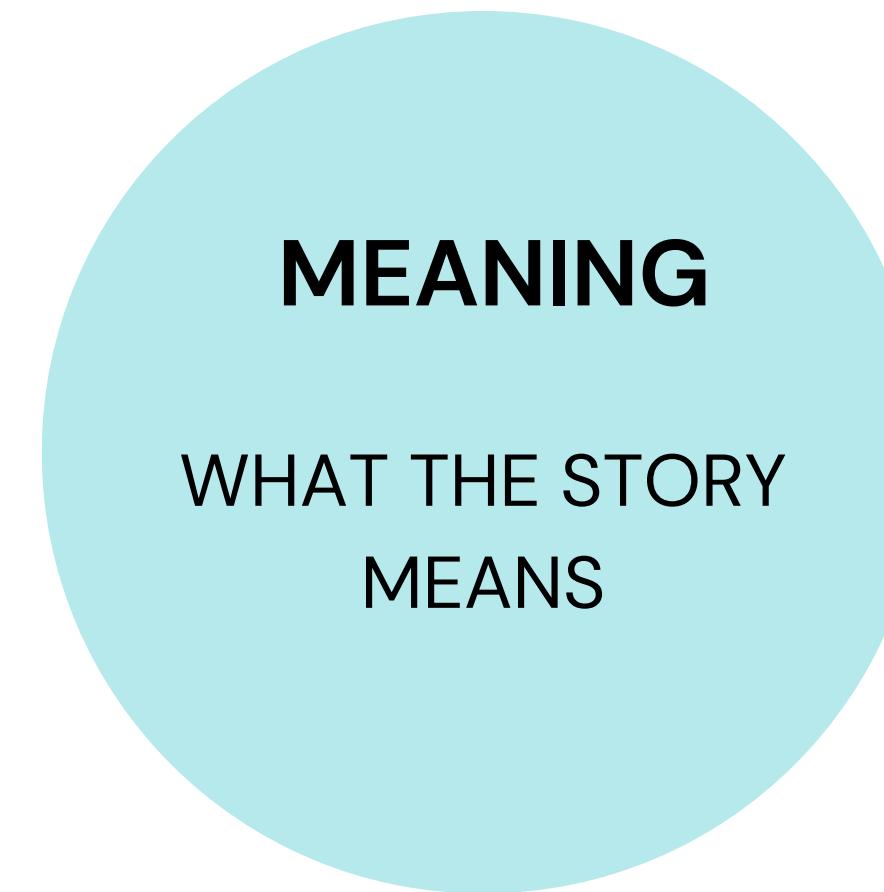
A SIMPLE STORY FRAMEWORK



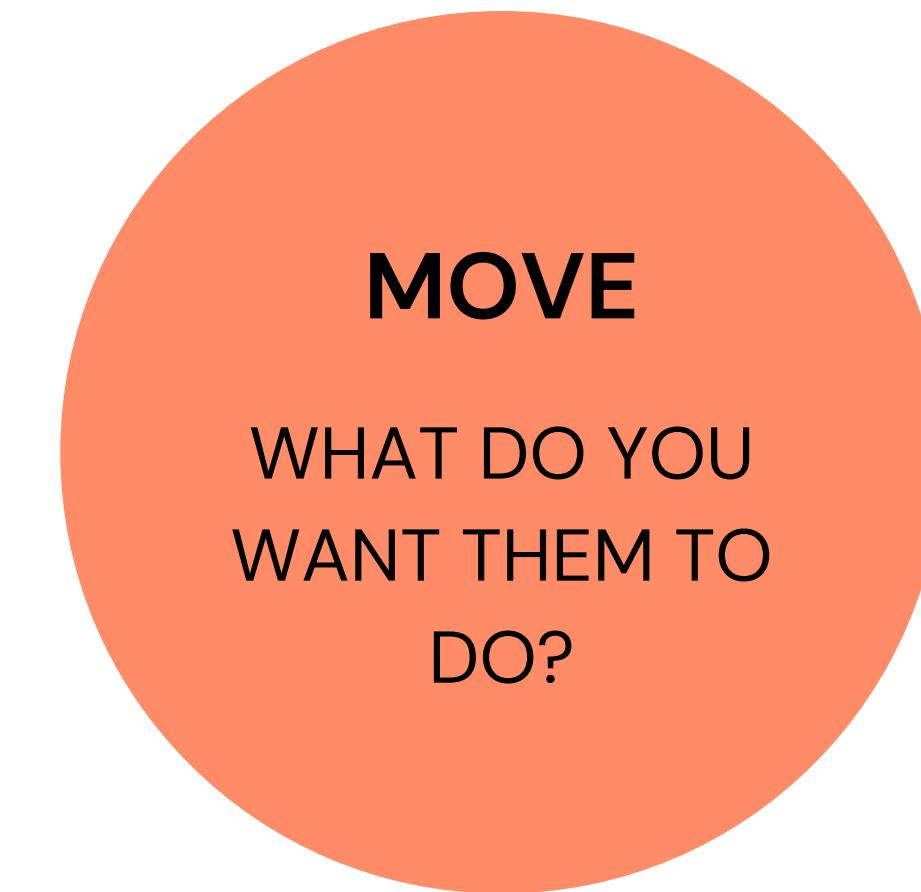
A SIMPLE STORY FRAMEWORK



ONE SPECIFIC
MOMENT IN TIME



WHY SHOULD THEY CARE?
WHAT DOES IT HAVE TO DO
WITH THEM?



WHAT'S NEXT?

THE
simple story
framework

I'M SALLY Z
award-winning speaker & speaker
wering entrepreneurs & coaches li
of your audience) and speak your
e question is... HOW? Well - here's
work that you can use EVERY time
ing the power of story to connec

moment
"moment" is simply a story or sing
instead of a story because it helps u
void the less effective thing many
eneric overview, or boring us with

meaning
his is where you bring your insin
tory!) You j
articulat m
om that m
ire you sim

move
ast but not
ou spell out
tep? Some
e want our
**Hi, HERE'S A
moment**
I love this quote...
Until one is committed,
Concerning all acts
of truth, the ignorance
that the moment one definitely commits oneself, then Providence move
too...Whatever you can do, or dream you can do, begin it. Boldness has
genius, power, and magic in it. Begin it now.

*notice how a moment can be anything specific and singular
even a quote

meaning (connect to the audience: why should they care?)
And here's why... so many of my speakers stand for so long, waiting in the
metaphorical wings of what is truly possible for them!... Always waiting for
the exact right moment. And then when they finally take the leap - so
many big things happen! The difference between people who are really
'killing it' out front and those who aren't... isn't skills or capability - it's
courage...

move (what should they do now?)
So I guess what I'm telling you is to begin it now. <3

NOW GET OUT THERE AND **MOMENT, MEANING & MOVE!**

SALLY-Z.COM



GIVE SALLY SOME FEEDBACK & GRAB THE FRAMEWORK HERE:

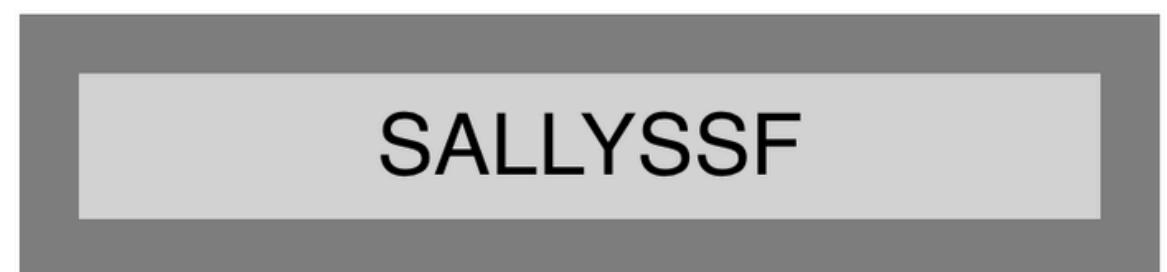
Scan this QR code



Or go to

<https://talk.ac/sallyz>

and enter this code when prompted



Courage

COR

BE
YOU



QUESTIONS & *answers*

SKILL & STRATEGIES WILL ONLY GET YOU SO FAR

SKILL & STRATEGIES WILL ONLY GET YOU SO FAR

Speaking your story is 80% mental



COURAGE

*to risk
to show up real*

LET'S CONNECT!



@sallyz_bemoved



@moveyouraudience



@sallykoeringzimney



@sallyzspeaks

feedback here!



grab the book here:

