

the
PERSUASION
PLAYBOOK.

HOW TO MOVE
YOUR AUDIENCE
WITH STORY



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?

1

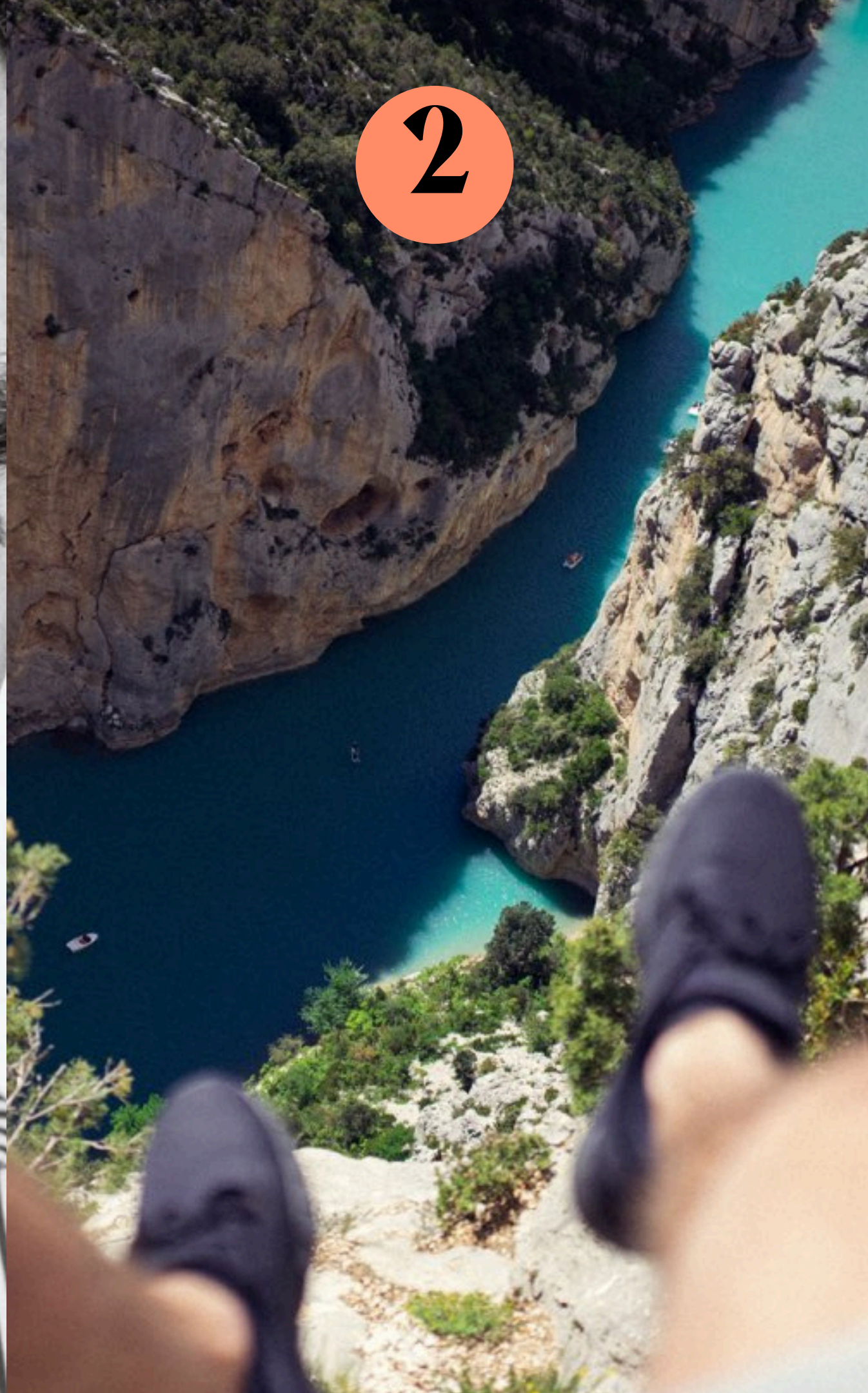


Where are you at?



re are you a





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

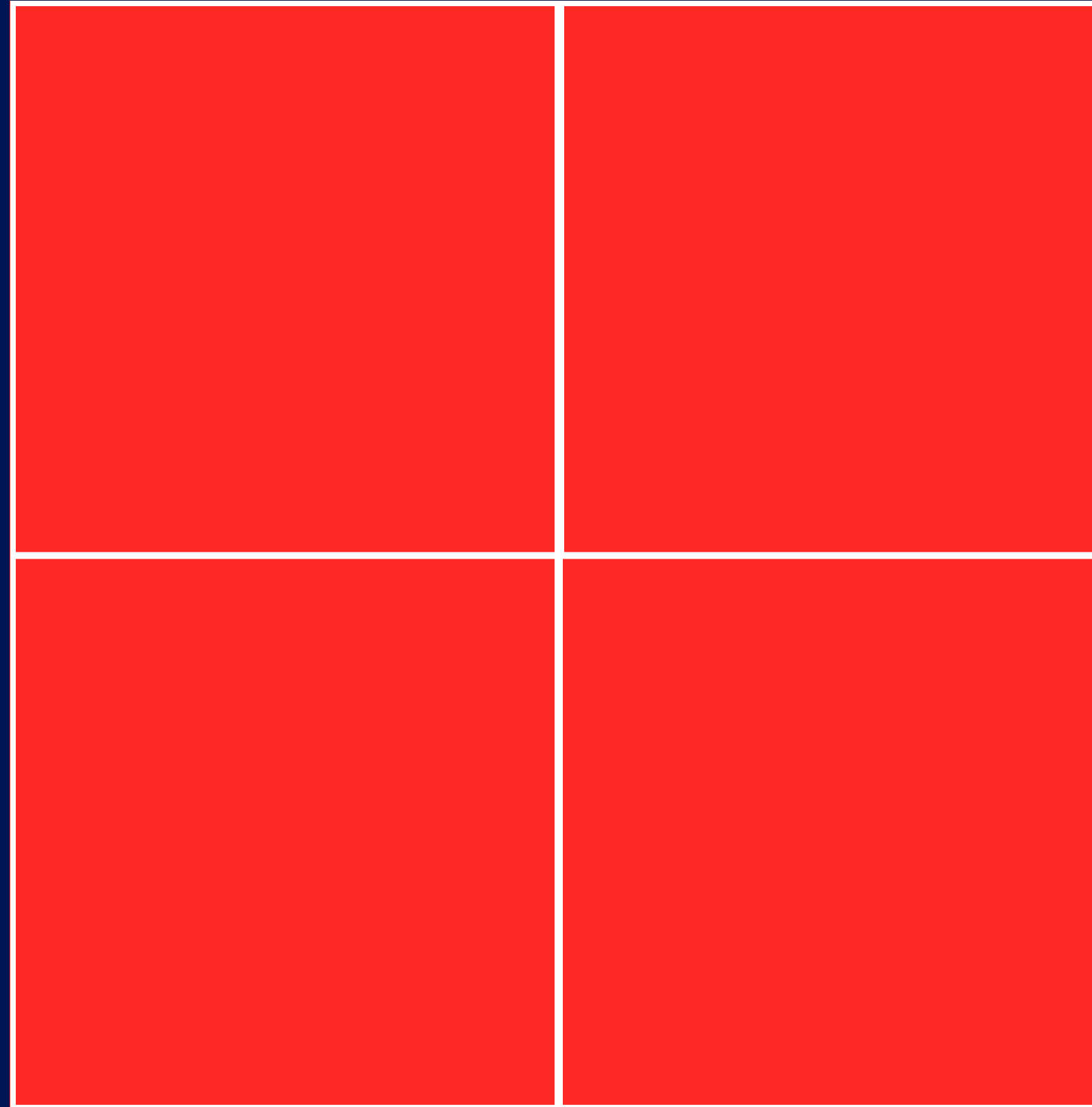
this will help

A SIMPLE STORY FRAMEWORK

your takeaway!

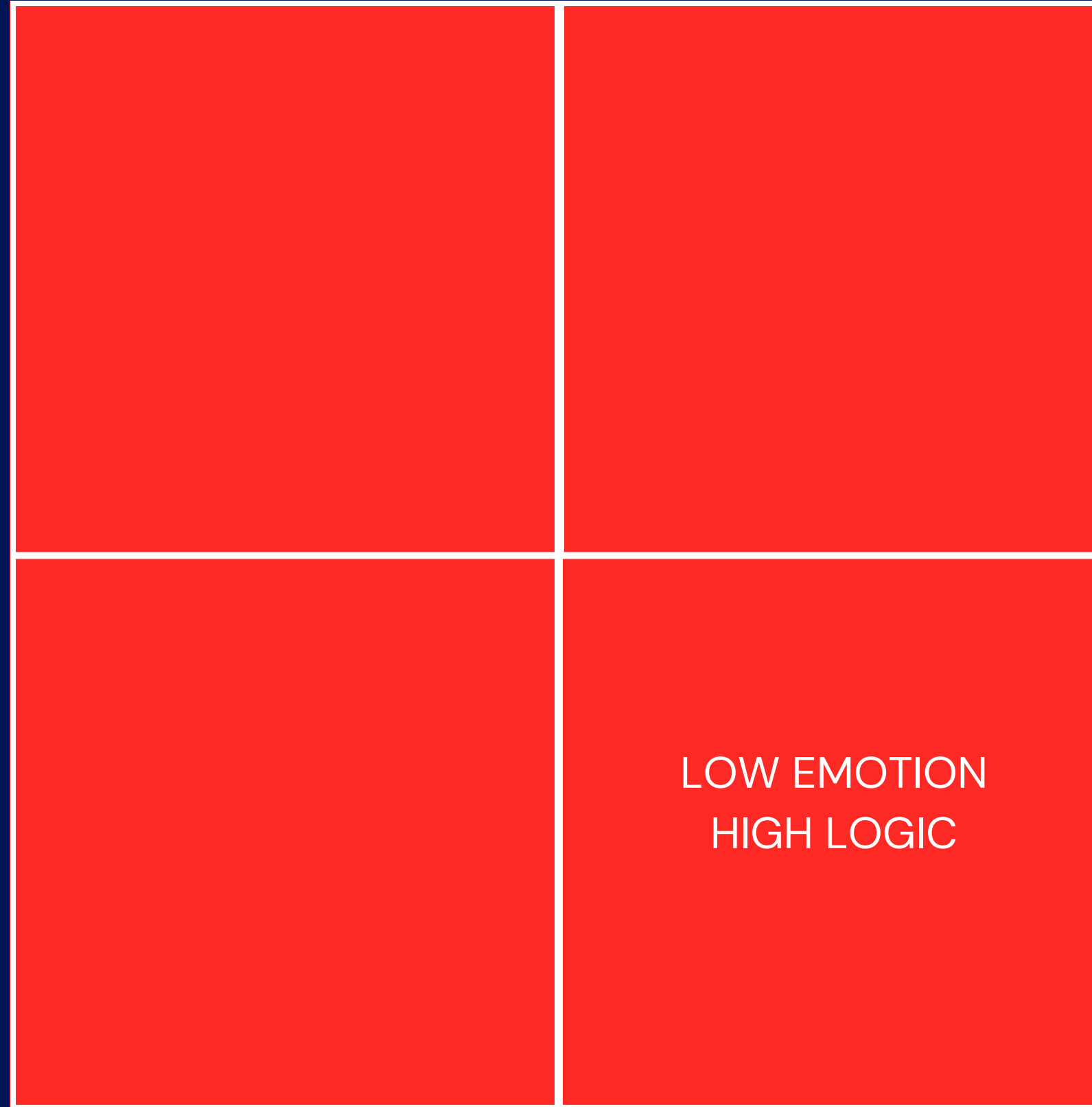
PART *Why stories?* ONE

EMOTION



LOGIC

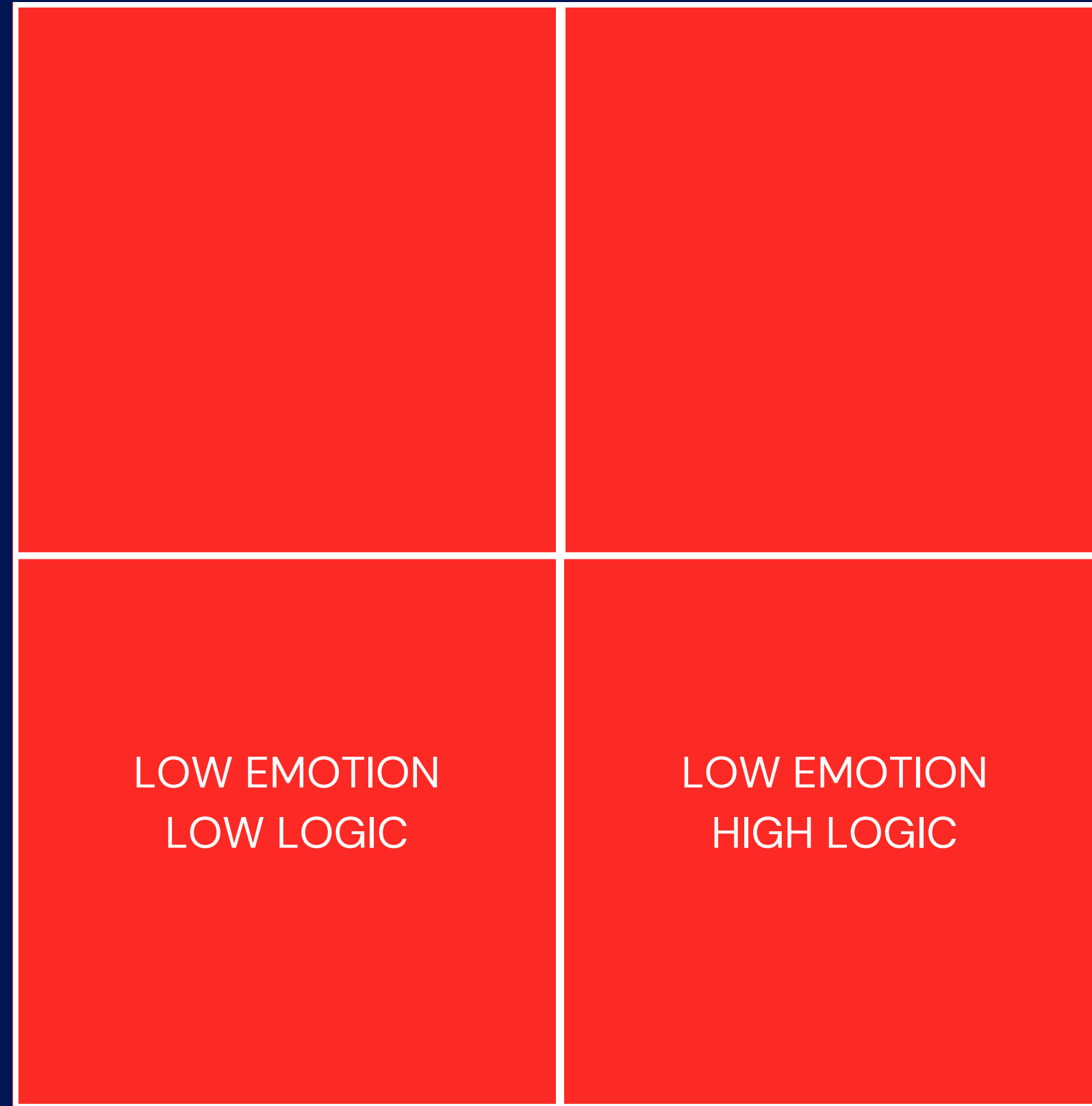
EMOTION



LOW EMOTION
HIGH LOGIC

LOGIC

EMOTION



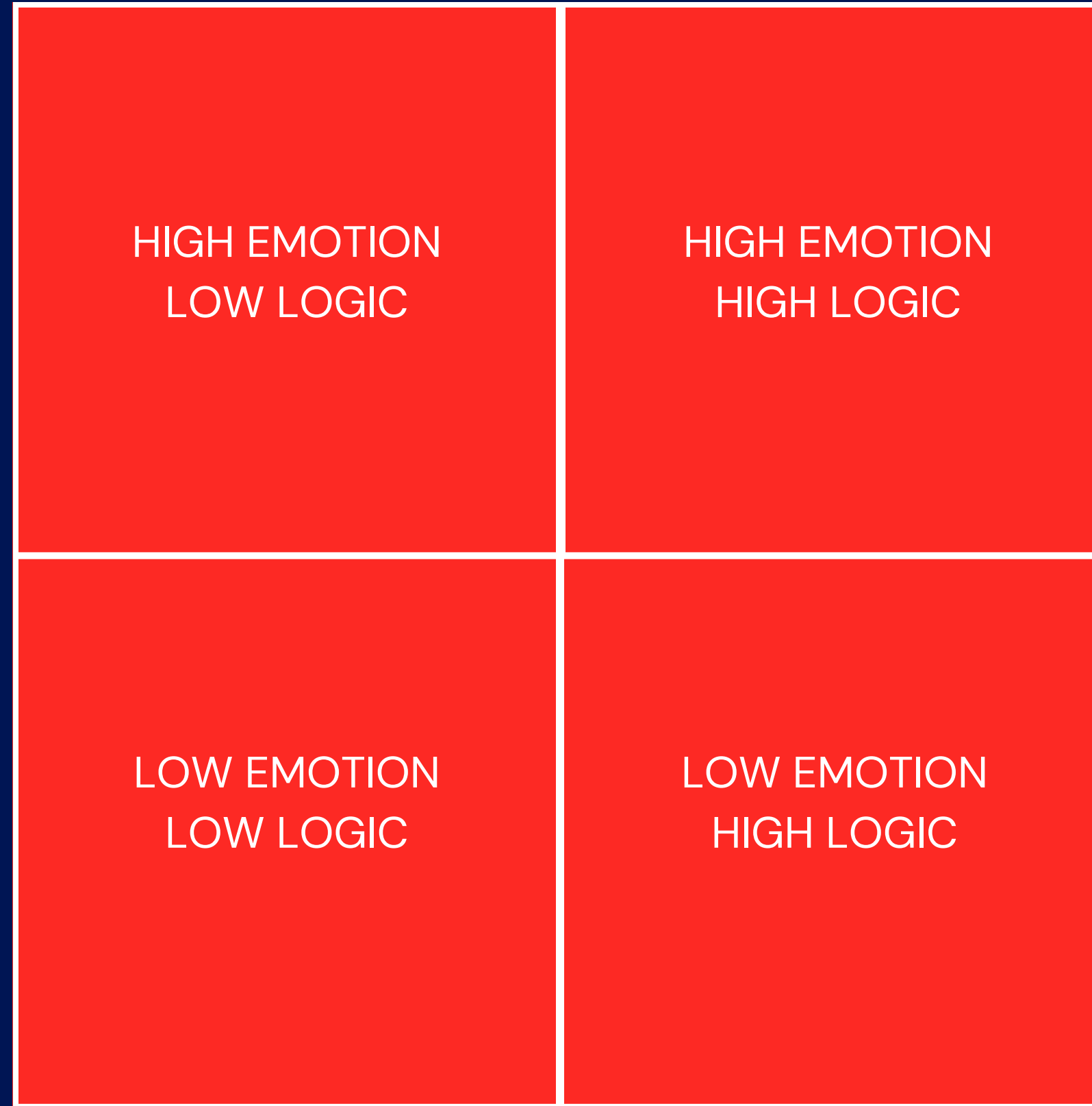
LOGIC

EMOTION



LOGIC

EMOTION



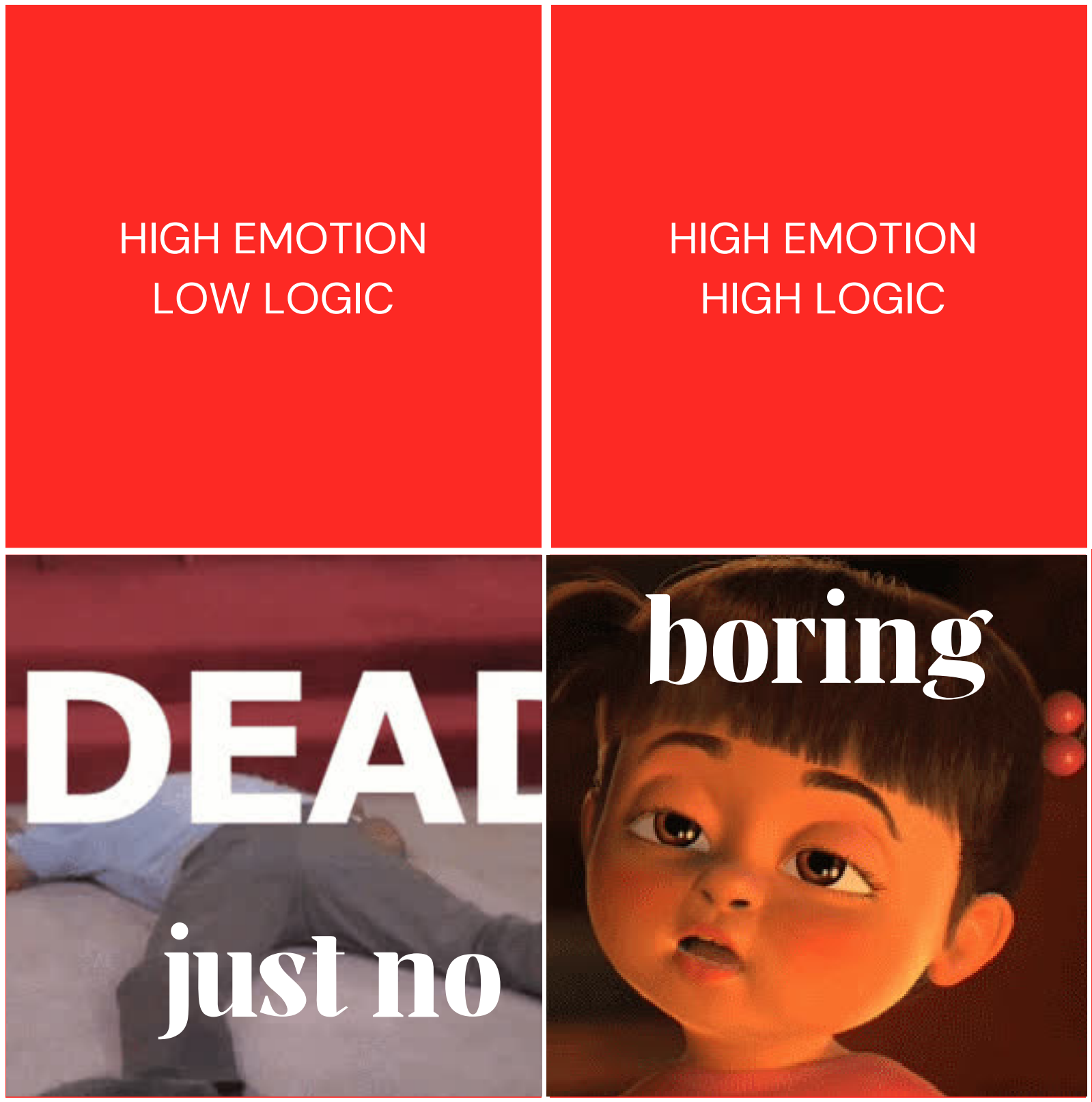
LOGIC

EMOTION



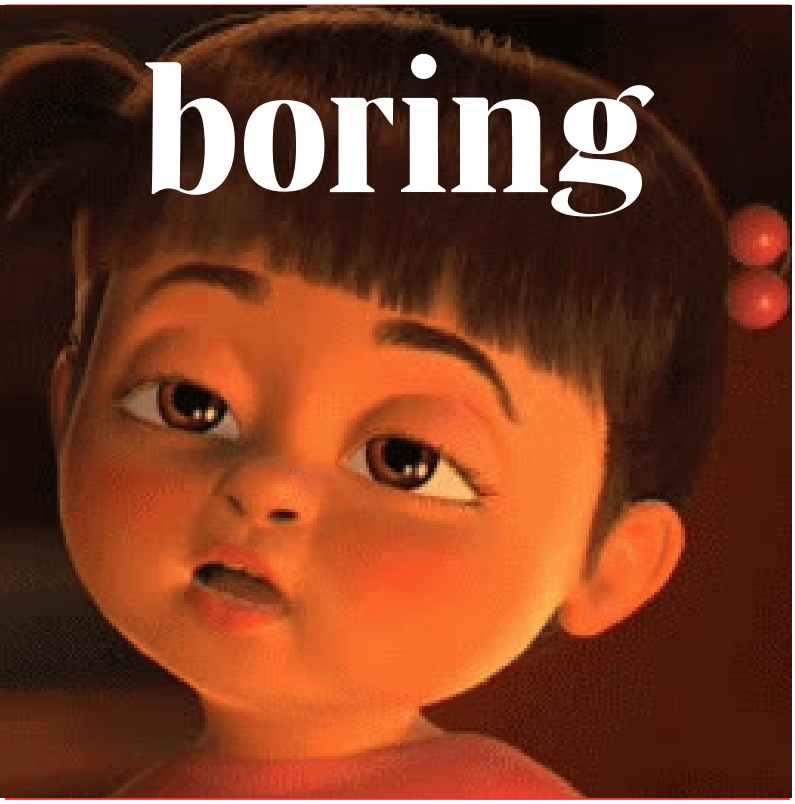
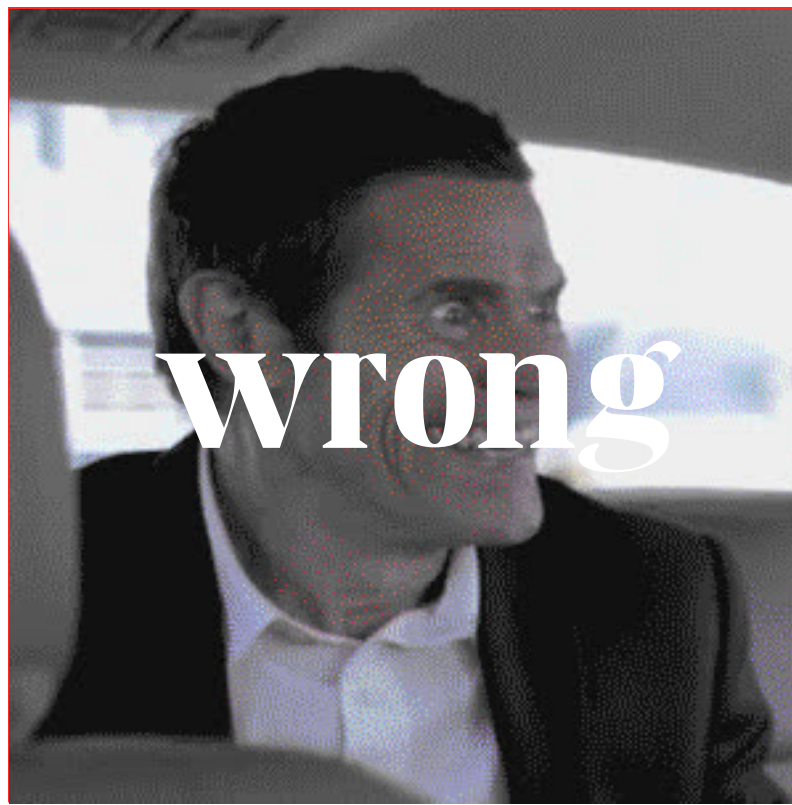
LOGIC

EMOTION



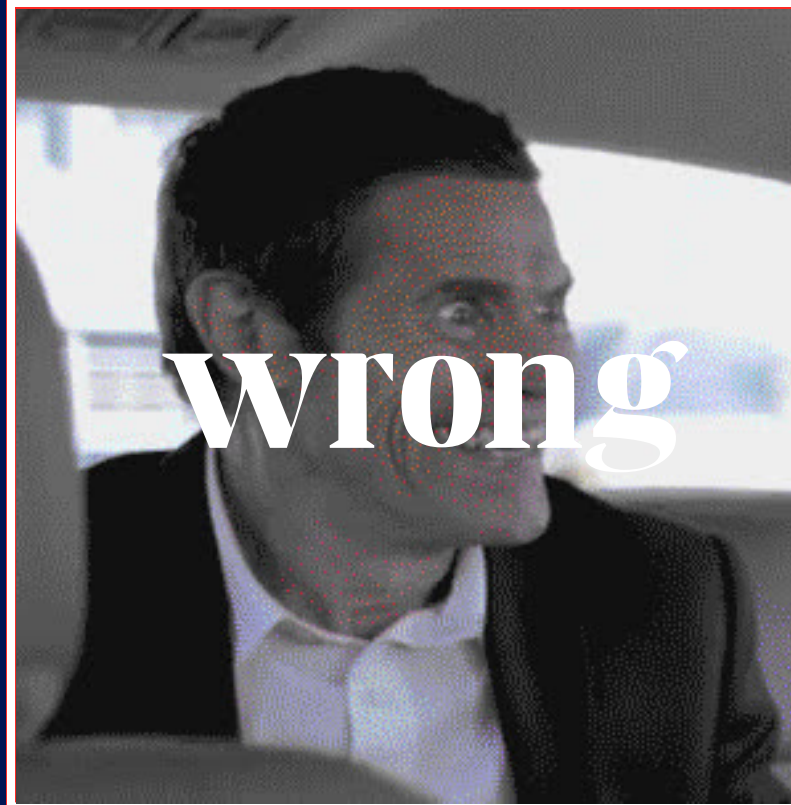
LOGIC

EMOTION



LOGIC

EMOTION



wrong



the goal



DEAD

just no



boring

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).



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THEY EXIST OUTSIDE CATEGORY & DIVIDES

Stories sneak in before
defensiveness takes over.



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THEY CREATE EMPATHY

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



WHY STORIES?



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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)



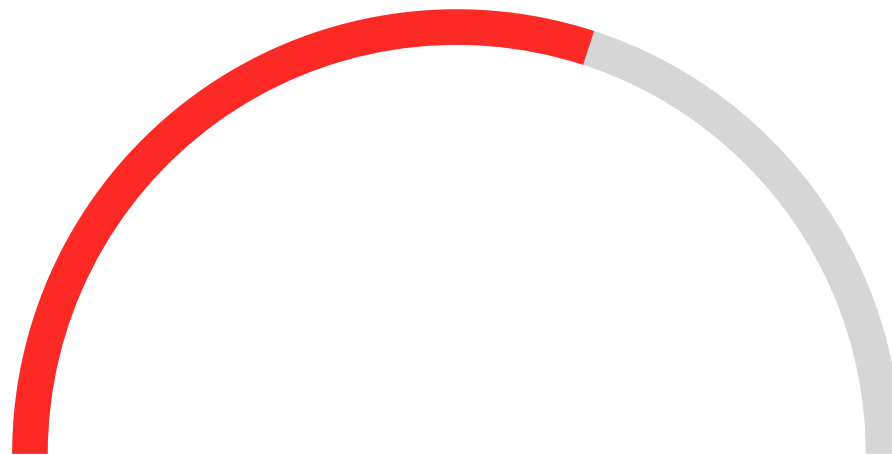
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IT IGNITES THE BRAIN
AS IF WE WERE THERE

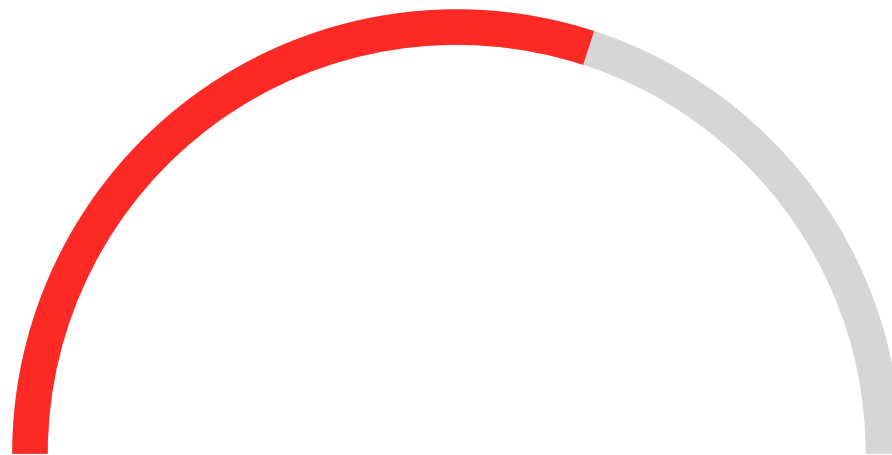
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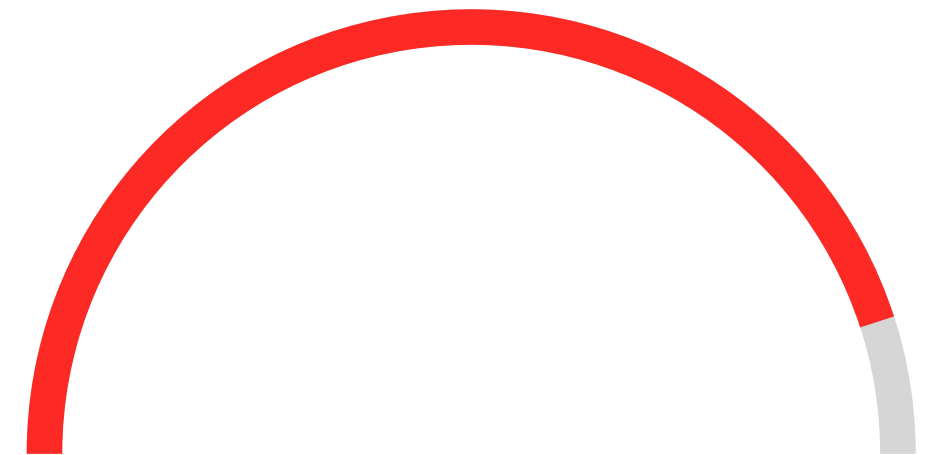
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IT IGNITES THE BRAIN
AS IF WE WERE THERE



OUR HIGHEST THINKING
BRAIN LIKES THE NOVEL OF
STORYTELLING

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

PART TWO

how 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

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LISTICLES (TOP 10 WAYS TO...)

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AN
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A
THOUGHT LEADER.

SHARES WHAT THEY KNOW *information*

SHARES WHO THEY ARE

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A
THOUGHT LEADER. SHARES WHO THEY ARE

BRENE BROWN

SIMON SINEK

OPRAH

MICHELLE OBAMA

MARTIN LUTHER KING, JR.

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

AN
EXPERT. SHARES WHAT THEY KNOW *information*
A
THOUGHT LEADER. SHARES WHO THEY ARE *meaning!*

BRENE BROWN

SIMON SINEK

OPRAH

MICHELLE OBAMA

MARTIN LUTHER KING, JR.

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

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!)

PART *the 3 A's* THREE



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

Robert McKee

STORY



A MOMENT

THE 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

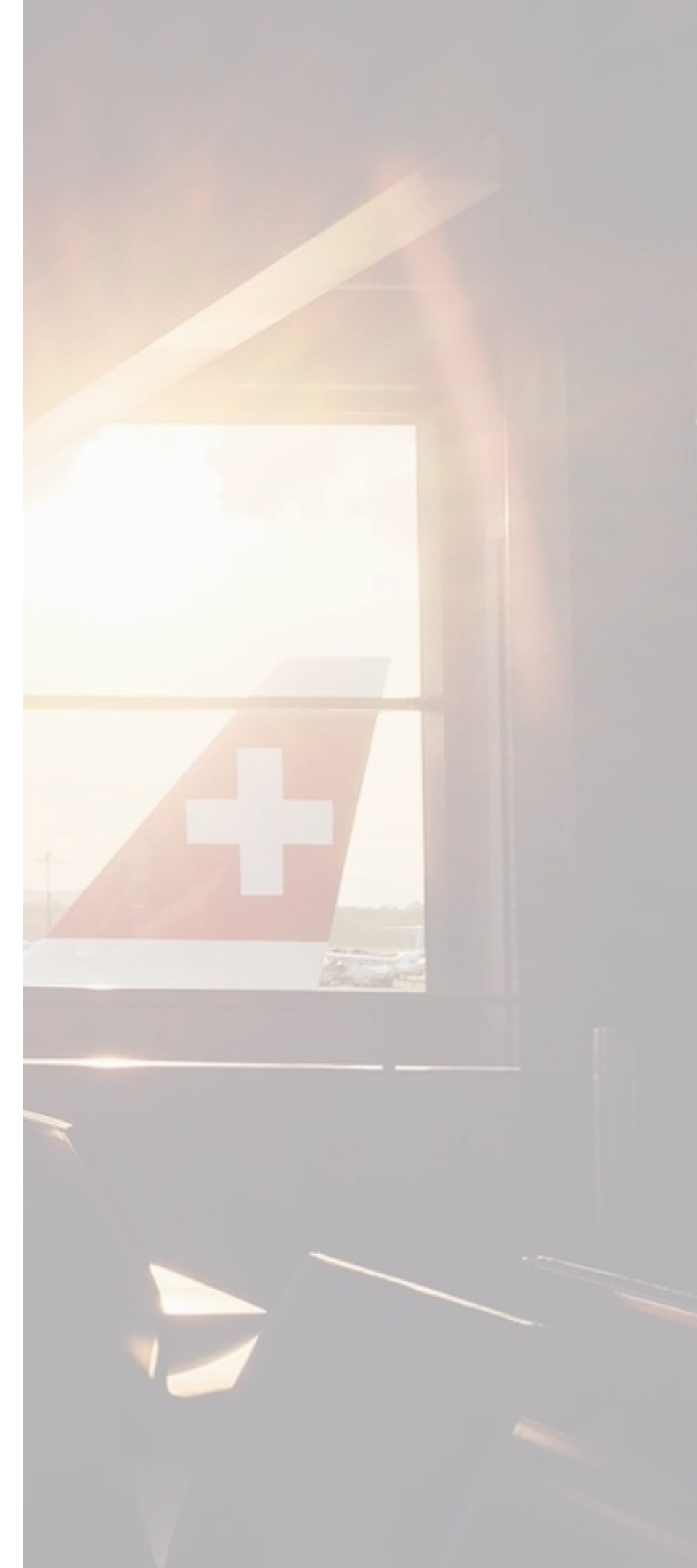




Active
Adaptable
Adventurous
Ambitious
Articulate
Balanced
Bold
Bright
Brilliant
Calm
Careful
Caring
Cheerful
Charming
Compassionate
Confident
Capable
Conscientious
Courageous
Creative
Curious
Daring
Debonair
Decent
Decisive
Dedicated
Deep
Determined

Dignified
Disciplined
Eager
Earnest
Easy-going
Energetic
Engaging
Exciting
Expressive
Fair
Farsighted
Forthright
Flexible
Focused
Free-thinking
Friendly
Fun-loving
Funny
Generous
Gentle
Genuine
Glamorous
Graceful
Hard-working
Humble
Impressive
Independent
Innocent
Innovative
Insightful
Intelligent

Intuitive
Kind
Joyful
Knowledgable
Leader
Likable
Lively
Logical
Lovable
Loyal
Optimistic
Passionate
Perceptive
Persistent
Positive
Quick-witted
Resourceful
Sensitive
Serious
Silly
Sincere
Sharp
Skillful
Smart
Straight-talker
Sympathetic
Trustworthy
Thoughtful
Versatile
Warm
Wise



A woman with long, dark hair is seen from behind, wearing a light-colored, long-sleeved dress with a ruffled waist. She is standing against a dark, textured background that resembles a starry night sky or a dense field of small, glowing particles. The lighting is soft, highlighting the texture of the dress and the woman's hair.

WORDS FAIL US.



WORDS FAIL US.

RING OF TRUTH.



WORDS FAIL US.

RING OF TRUTH.

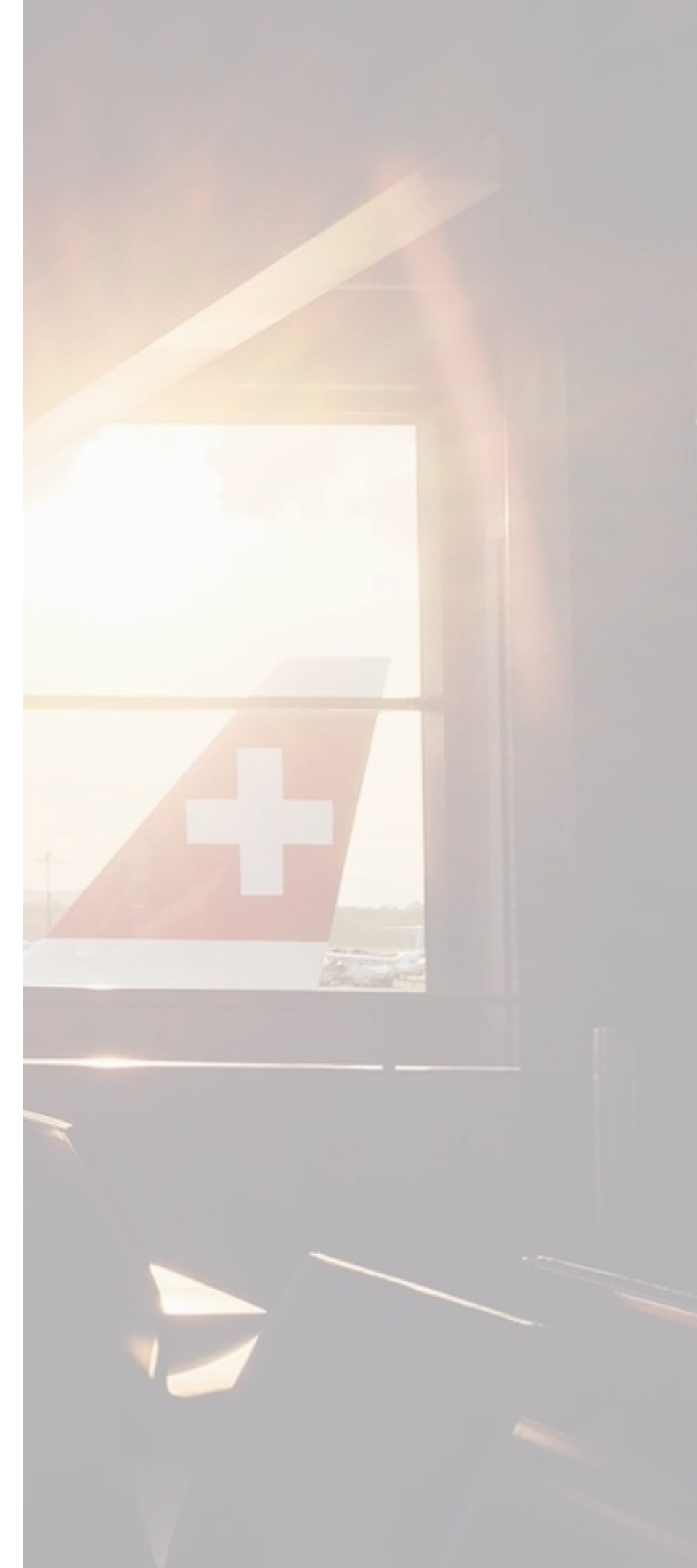
OTHERS EXPERIENCE YOU.



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Warm
Wise



1

AUTHENTICITY

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

IS THERE ENOUGH YOU IN
YOUR MESSAGE?

1

AUTHENTICITY

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



A MOMENT

THE STORY

SPEAKING STORY *thought leadership*

A MOMENT

THE STORY

THE MEANING

WHAT THE STORY MEANS

MOST PEOPLE...

THE MEANING

WHAT THE STORY MEANS

A MOMENT

THE STORY

MOST PEOPLE...

what the story's about



THE MEANING

WHAT THE STORY MEANS

A MOMENT

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THE MEANING

WHAT THE STORY MEANS

A MOMENT

THE STORY



proves the point

SPEAKING STORY *thought leadership*

A MOMENT

THE STORY

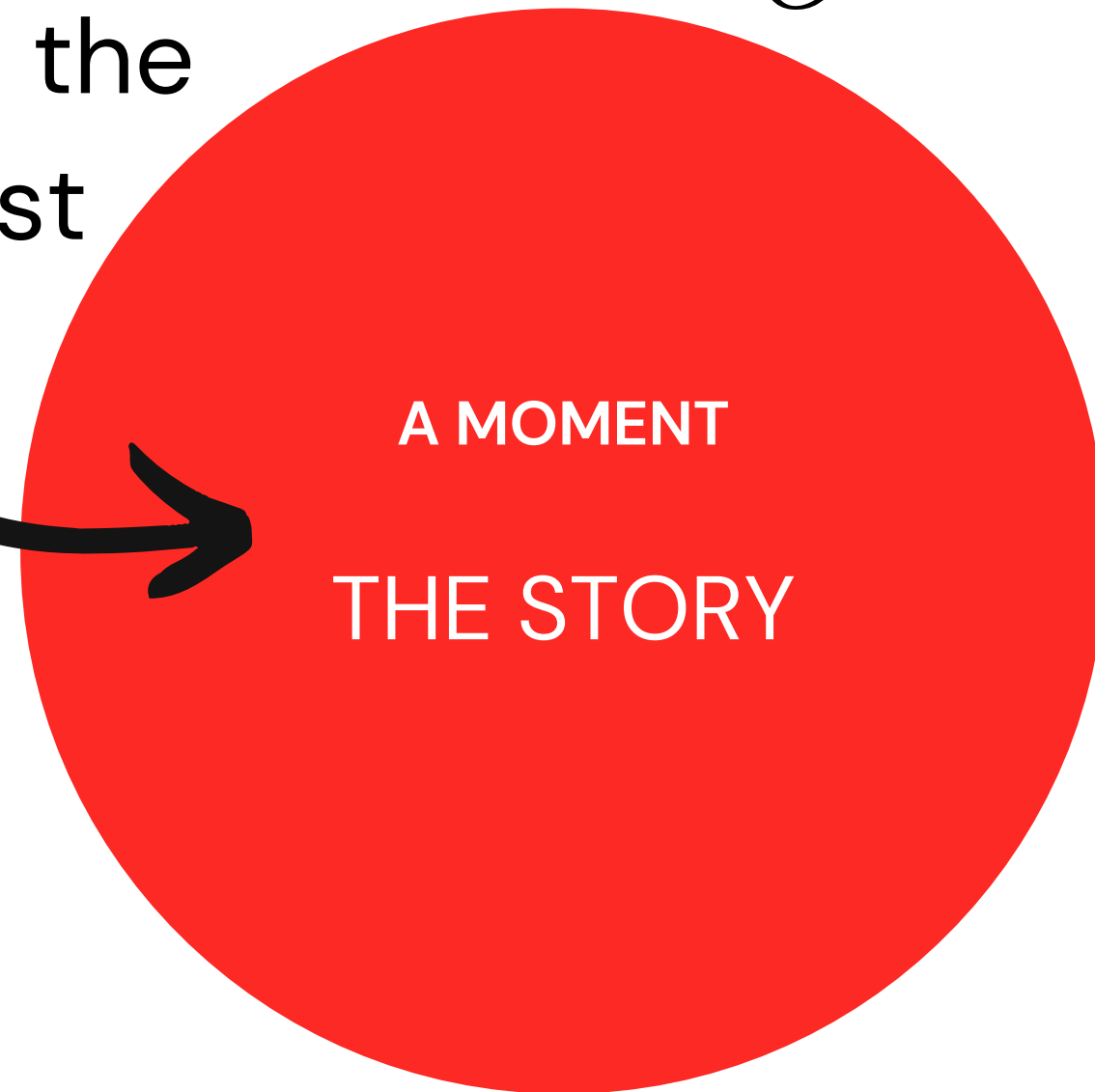
THE MEANING

**WHAT THE STORY
MEANS**

SPEAKING STORY

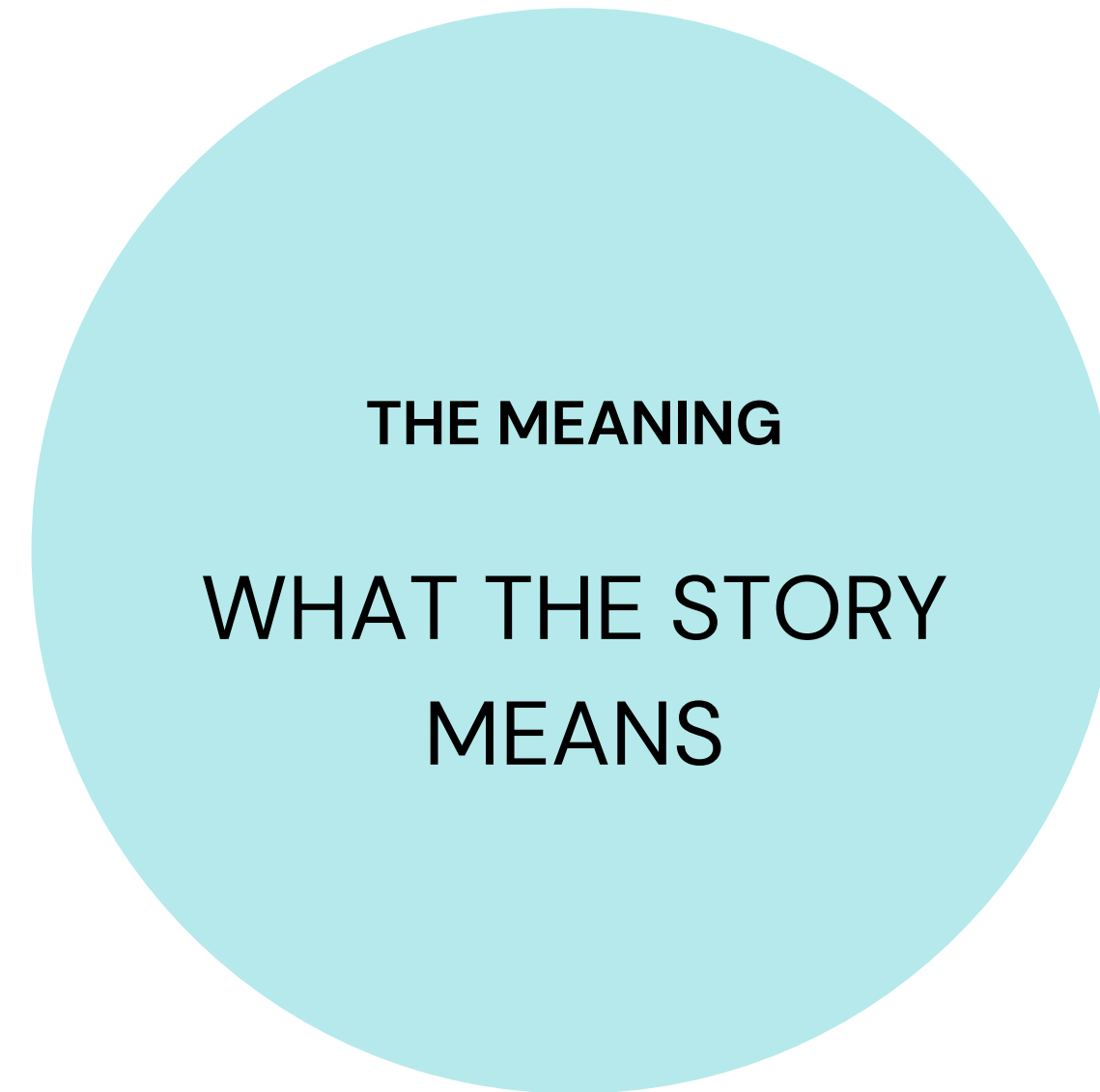
thought leadership

they *feel* the
point first



A MOMENT

THE STORY



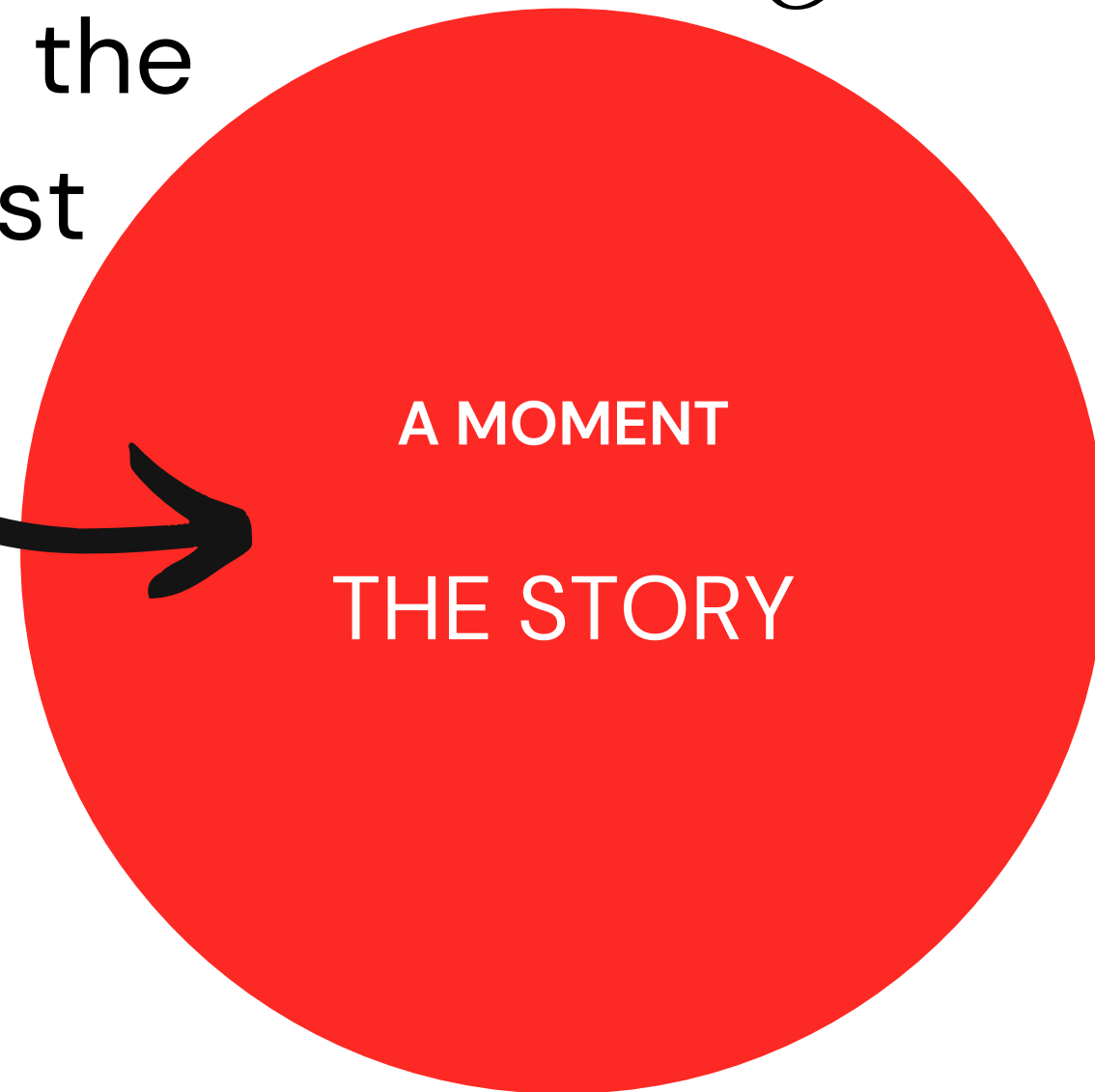
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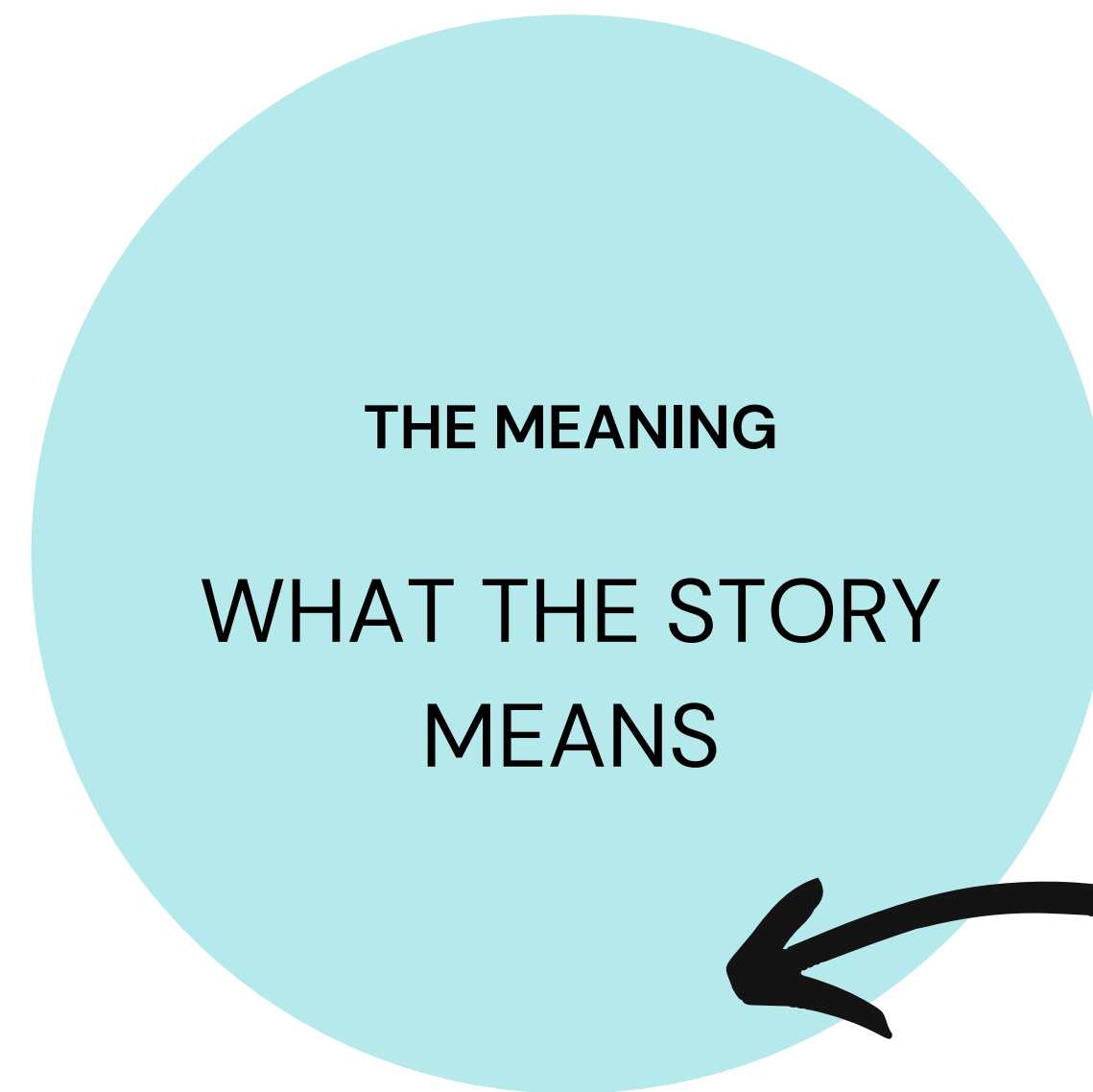
thought leadership

they *feel* the
point first



A MOMENT

THE STORY



THE MEANING

WHAT THE STORY
MEANS



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!



A



"DON'T WISH THAT
MOMENT AWAY."

3

AUGH!

YOUR IMPERFECT SELF CREATES
CONNECTION
PERFECT LEADERS ARE A MYTH



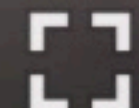
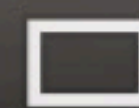
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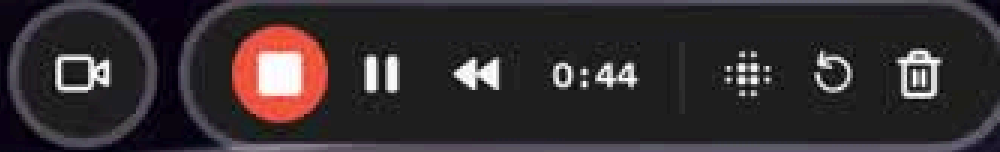
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HD



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



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

PERFECTION

kills CONNECTION

(and connection is the point)



AUGH!

EMBRACE YOUR HUMANNESS

YOUR IMPERFECTIONS ARE
AUDIENCE GOLD



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



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



MOMENT

THE STORY

MEANING

WHAT THE STORY
MEANS

A SIMPLE STORY FRAMEWORK



MOMENT

THE STORY

MEANING

WHAT THE STORY
MEANS

MOVE

WHAT DO YOU
WANT THEM TO
DO?

A SIMPLE STORY FRAMEWORK



MOMENT

THE STORY

ONE SPECIFIC
MOMENT IN TIME

MEANING

WHAT THE STORY
MEANS

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

MOVE

WHAT DO YOU
WANT THEM TO
DO?

WHAT'S NEXT?

Scan this QR code



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SALLYSSF



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!



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