
The 5P Formula



Storytelling: A Key Ingredient of Strategic Messaging

To play just the first 4 moves of Chess, there are 318,979,564,000 possible moves.

That's 318+ Billion (with a "B").

So, it's really important to focus and make the right first moves!

You may ask..."what's this got to do with Storytelling & Strategic Messaging?"

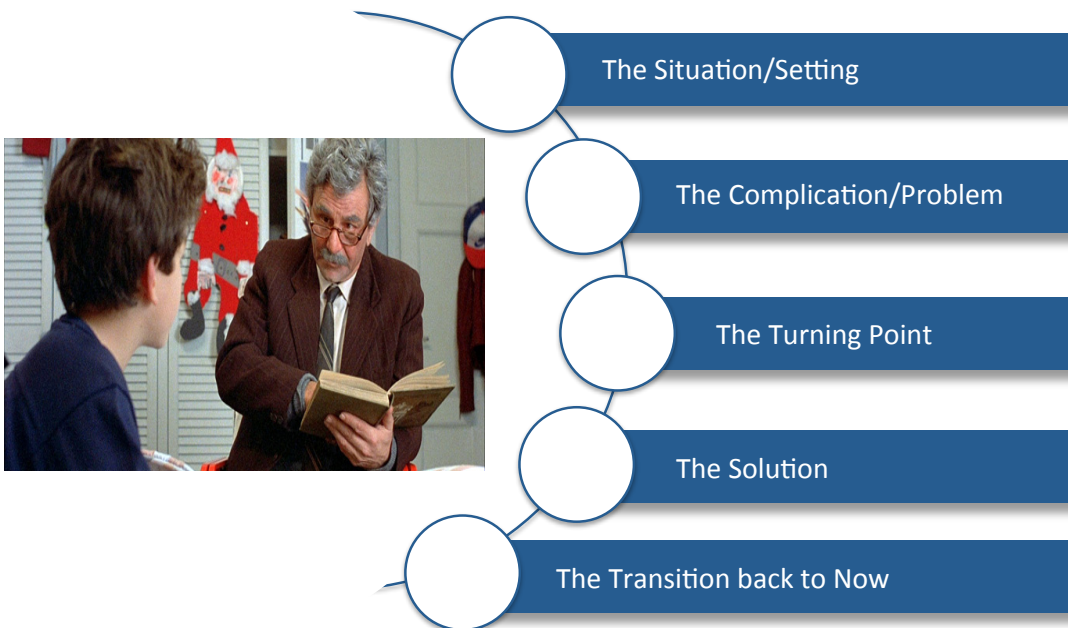
With important presentations & pitches to Internal and External clients in your business - to effectively persuade them - you need to make the right moves for Maximum Impact!

One of these moves is using Storytelling as part of your Strategic Messaging, to convey your compelling message or pitch.

In the RESONATE workshop, we work on both your content & delivery, to help you nail your presentation using various proven blueprints, formulas and models.

Here's the 5 Step model below:

Storytelling: Easy 5 Step Process



Briefly:

- ✚ You want to use a Setting in your story that relates directly to your audience's Situation at hand. This will enhance the story's impact.

- ✚ Next, describe the Problem or Challenge that the person faced, completely capturing the emotions & feelings they experienced.
- ✚ After this, share the Turning Point...what they did that caused the situation to change. Be sure to convey any “A-Ha” moments realized in the story!
- ✚ Then, describe the Solution they successfully applied in overcoming the problem/challenge.
(Tie in with your solution to ensure the audience’s connection)
- ✚ Finally, the secret sauce: now state your Transition.
i.e. what you the storyteller, need to SAY or ASK to bring the story back to the present time and relate it to your presentation, message, or pitch.
This is what most storytelling formulas leave out!

Doing this is a crucial step to take prior to stating your Call to Action.

The 5-Step Model is a bit more fun and a lot simpler to apply...
than trying to figure out your next combination of moves in Chess!

For assistance with your messaging using the RESONATE Method, book your free strategy session at:

<https://calendly.com/coachcesar/intro-call>



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