

#103 How to Master Being a Storyteller

Fri, 9/17 10:06PM 13:52

SUMMARY KEYWORDS

story, storytelling, storyteller, topics, fuel, people, share, life, clients, pancreatic cancer, knowing, great storyteller, simplified, interview, lower price, resonated, salesperson, pitch, speak, relate

SPEAKERS

Michelle Glogovac

M Michelle Glogovac 00:01
You're listening to the mind simplified life podcast and this is episode number 103.

M Michelle Glogovac 00:12
Welcome to the mind simplified life podcast, a place where you will learn that your past and even your present. don't define your future. Regardless of what stage of life you're in, I want you to feel inspired and encouraged to pursue your dreams, simplify your life and start taking action today. I'm your host, Michelle Glogovac, and I'm excited to share my stories and life lessons with you will taking you on my own journey. This is my simplified life.

M Michelle Glogovac 00:46
Hi, friends welcome back to another episode. I'm your host Michelle Glogovac, are you a good storyteller? Have you heard that you need to be a good storyteller in order to land interviews and media. I've even seen BIOS and profile descriptions touting people as a storyteller. We all have a story to tell, right? We're all storytellers, in essence, but it's in how we tell our stories and communicate with others that will hook them in. So today, I want to talk about what it takes to be a good storyteller. What is going to make you stand out from the crowd with the way you tell your story? And what is going to attract people to become your clients and followers. Here's my number one secret to what it takes to be a

good storyteller. Be yourself. That sounds so simple, doesn't it? Yet, it's so hard for so many people to do, we get scared of what others might think of us. We worry if we're sharing too much of ourselves with the world. We wonder if we'll say the wrong thing. But the truth is that a good story has feeling an emotion and is filled with honesty. You share of yourself with your story. And that's what resonates with others. No one wants to hear from a robot. As human beings, we crave connection and a good story creates connection. If you can share of yourself openly and detail and experience, then you have the structure of what a good story is. Here's where I need to add that it's not only in your story, but it's a knowing how to deliver it. You can't ramble on and on. by that. I mean, you have to stick to the direction your story goes in. If you're sharing about your career journey, but somehow are derailed and bring up how your garden grew three types of tomatoes this year, then you haven't stuck to your point. You need structure. And a good story has a beginning, a middle and an end. These are basics that we all learned in elementary school. Yet these instructions often fall to the wayside. There has to be a point in which your story not only stays the course, but also wraps up and has an ending. So what's your story? This question might have some of you running away right now, but it's one that we are met with whether we're meeting someone for the first time or have a podcast interview. Your story might be about your life journey. Or it could be the story of what you do, what the impact is that you're making a specific project you're passionate about. I have a number of examples from my own experience when it comes to storytelling. For starters, you're listening to my story every single week. My podcast is 103 chapters of my story. Another one of my stories relates to last week's episode around my TEDx talk topic. I'm passionate about ensuring My children are anti racist and speak up. But why? Why is this such a big deal for me? This is the story I am telling and encompasses how my five year old boy caught the news one evening and how that unraveled into many questions from him and me having to find the answers. I share his exact words and they create an image. We all know the scene of George Floyd on the ground with a knee on his neck. And now picture a five year old boy asking what that man did to deserve that. And why is my buddy being so mean to him. It's using that imagery and real life happenings that create the story you want to tell. You want to allow your listener to be right next to you in the moment that your story unfolds. You want to make them feel what you felt and to see what you saw. It's powerful to be able to tell a story with emotion and to bring up that emotion in another person. We want that emotion to be stirred because it's what connects us. The story makes you relatable.



Michelle Glogovac 04:54

Being a great storyteller isn't just for interviews or books you can utilize storytelling skills. When you Want to relate with someone else and pitch them? I have to admit that this is a skill that I naturally use without thinking about it. Here's an example of mine. I discovered

Meghan B Murphy, editor in chief of Woman's Day, who was on episode 89. And I really wanted to have her on the show. I had read her book, I was already following her. So I sent her an email asking if she'd like to be a guest. And then I did what I do with every pitch I send, I related to her on a personal level. I told her that in the book, and on a recent post, I saw that she lost her father from pancreatic cancer. In addition to telling her how sorry I was, I let her know that I also lost my own father to pancreatic cancer, as well as my mother in law. I vividly remember the diagnosis, the caretaking, and ultimately the deaths of both of these important people in my life. Megan replied to my email with a yes, and we booked a time. It wasn't until after the interview that she said, your father also passed away from pancreatic cancer. And that part of your email stuck with me. It's one of the main reasons I said yes to coming on your show. I want you to sit with that for a moment. It was in sharing my own story that resonated with her and made her want to talk to me on a deeper level. Storytelling is about opening up about yourself. I read that storytelling disconnects from the truth because it's simply a story. But I would challenge that assumption and say that a good story is simply that it's about the way you share your experience. Do you relate to your audience on their level? Are you able to take the same story and yet share it in different ways to address a different group. If we go back to my TEDx interview, where I spoke from the heart and to what I originally thought was a simple panel of somewhat like minded people, I've shared the same story with other moms, and it resonated deeply. With this group. It brought up feelings of discomfort. And yet to be honest with you, I'm glad that's how my story came across. I could also share the story with children, but I would tweak it to be able to help them see and understand the context without using words such as murdered or killed or hate. A good storyteller has the ability to not only craft their story and relay it in a meaningful way, but is able to read their audience and understand what will resonate with them. Storytelling is a skill and a tactic that individuals use during speeches, politicians and CEOs used to dress the public, a company uses to attract their buyers, a publicist to pitch their clients, a parent to encourage their child to fall asleep on their own or the importance of doing homework. Storytelling is a masterful art that every single one of us should be practicing and using every single day. It can be a tool of persuasion and relating, it's also a job, head over to LinkedIn. And you'll find people with the title of Chief storyteller, no joke, but think about what the power of a story can do for a corporation or small business. The CEO and founder have a story of how they got to where they are, the company has a story of how and why it was formed. They have values and a mission statement that tells the story to not only consumers, but to team members as well. Every salesperson should have a story to tell when trying to sell the product or service. Every press release and announcement that goes out will have a story along with it.

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Michelle Glogovac 08:42

A good storyteller will be able to translate a story to reach a broader audience. And this doesn't just have to do with selling or relaying the history of the company. This has to do with being able to relate to various audiences and knowing how to reach them. A personal example of this for me was when I did some joint customer visits in my aviation days, I was in Seattle visiting a flight department of a very well known department store, and I had the salesperson for the account with me. And we were sitting in a big boardroom. And the goal was to gain the home base fuel for their department. This means that we are already selling them fuel around the world. But a flight department buys the bulk of their fuel wherever their home base is. And that was up for grabs. My teammate had a brilliant mind and started off by describing the process of how oil is turned into fuel and pipelines and deliveries and the specifications of it all. I looked across the table at the clients and their faces were glazed over. This team wasn't worried about how their jet fuel was made and transported. Their job was to get quality fuel at a lower price. And so I stepped in. I explained that the gist of what my teammate was saying is that fuel much like the gas in our cars, comes from the same places they travel Along the same pipelines, and therefore, the quality is relatively similar. In addition to this, we have testing systems in place. And due to the fact that we buy so much fuel around the world, we are buying in bulk and can offer them a lower price. their reactions, smiles and nods because they got it. Being a good storyteller is about reading the room. It's about understanding how to communicate with others, and knowing when to explain more, step back, or wrap things up with a pretty bow. For those who storytelling comes naturally, this seems like no big deal. I'll admit that when I think about it, I don't feel it's a big deal. But when I look back at the example I just gave you, I see the true difference in what it means to be a storyteller and someone who just isn't. So for those that storytelling doesn't come naturally, is it something you can learn? I think if you're adaptable and coachable, then yes, it is. For my former teammates, he knew that storytelling wasn't his forte. And he was always grateful and I would join him on presentations, because I could tell the story and help him land the sale. Well, he provided unique and specific details. When you are wanting to be pitched to the media and podcasts you have to know and understand your story. I've worked with dozens of clients and part of our work together is crafting their story. The first thing I do with every single one of them is to have a one on one where they tell me their story in their own words. I take notes and ask questions along the way, sometimes to the point that it becomes somewhat of a therapy session. I've had clients shed tears with realizations, or end up talking about something they've never spoken before. The beauty is when they've come to me with their speaking topics in hand and at the end of the session, I'm able to turn those topics and their story into something unique that makes them stand out. Just last week, I worked with a woman on a VIP strategy session, she came armed with topics of self care and self love. My pet peeve is that these are topics everyone's talking about these days, so we needed to dig deeper and set her apart. At the end of an hour doing more research on her, I crafted topics around the

difference in self love and self care. Finding a new identity is a career mom, finding worthiness about product without productivity, and many more. Her topics truly embody who she is, what she's about, and what she's an expert on. These topics are part of her story, and they offer more insight into who she is, which is what a good story is all about. Sometimes crafting the story you want to tell takes the help of an outside person. We all have a story in us and one that others want to hear. It's in the crafting and telling of the story that will attract others in wanting to hear more of our story. This week, I want you to think about your story. are you grabbing people who bring them in to learn more from you because of it? Could you use some guidance on it or more clarity? No matter what you do? Your story is important and knowing how to tell it is even more important. I believe you can be a great storyteller. And after all, the world is waiting to hear your story. So it's up to you to perfect it. Until next week, my friends, define your story, start sharing it and make it perfect.