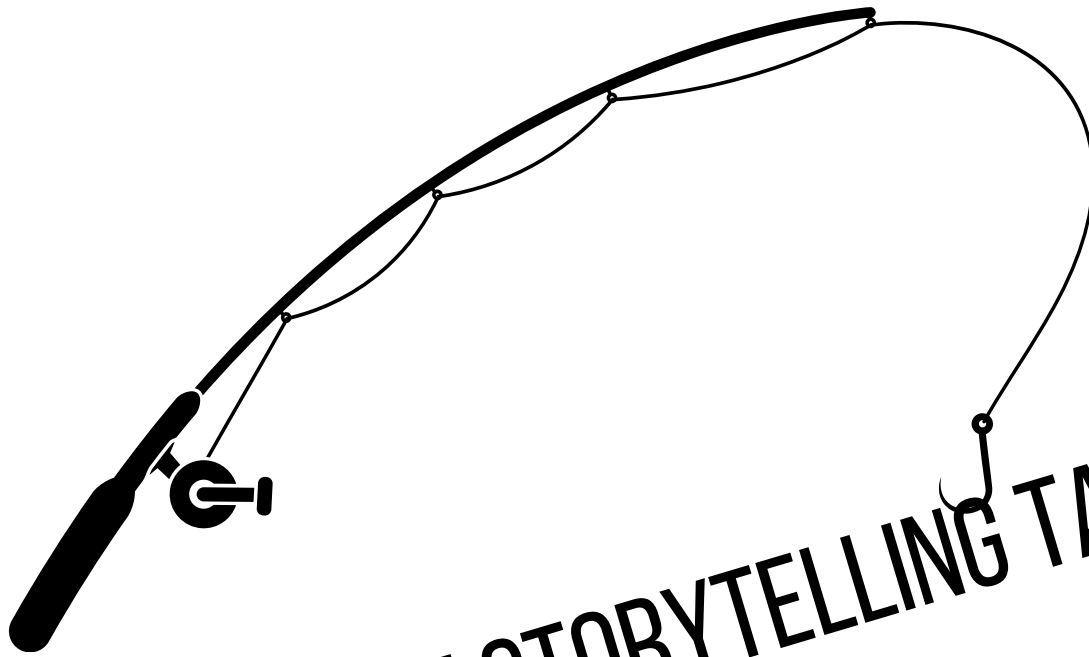


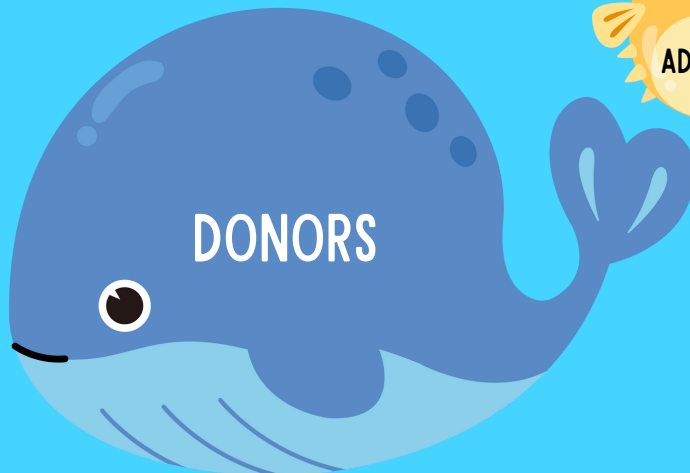
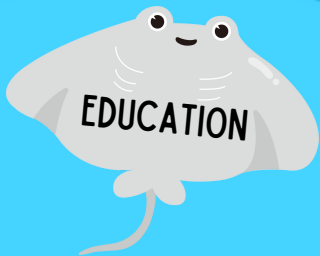
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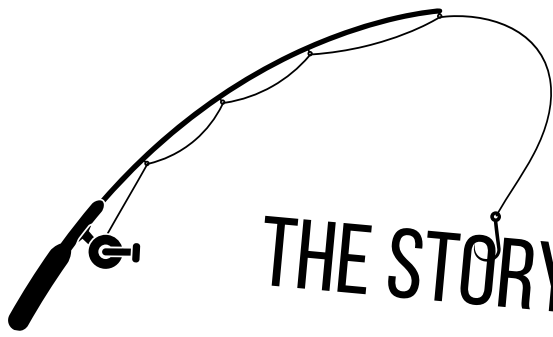
Brittany Speaks

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THE STORYTELLING TACKLEBOX





mentality. vision. evolution.

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THE STORYTELLING TACKLEBOX

ROD (YOURSELF): JUST AS A FISHING ROD IS THE CENTRAL TOOL FOR CATCHING FISH, YOU OR YOUR LOVED ONE IS AT THE HEART OF YOUR SPEECH. YOUR VOICE, BODY LANGUAGE, AND EMOTIONS CONTROL ALL THE OTHER PARTS OF YOUR STORYTELLING.

LINE (STORY): BARELY VISIBLE BUT VERY STRONG, YOUR STORY IS HAS THE STRENGTH TO PULL IN THE BIGGEST ADVOCATES! DON'T UNDERESTIMATE THE POWER OF THIS ALMOST TRANSPARENT BUT WORLD CHANGING ITEM!

REEL (ENGAGEMENT): THE REEL ON A FISHING ROD HELPS YOU BRING IN THE CATCH, IT ALSO IS A LOT OF GIVE AND TAKE. ENGAGEMENT DOES THE SAME FOR YOUR AUDIENCE. USE HUMOR, COMPELLING FACTS, KNOWLEDGE GAPS OR THOUGHT-PROVOKING QUESTIONS TO ENGAGE YOUR LISTENERS.

BAIT (ATTENTION-GRABBER): JUST AS YOU NEED ATTRACTIVE BAIT TO LURE FISH, YOU NEED AN ATTENTION-GRABBING OPENING TO CAPTIVATE YOUR AUDIENCE. START WITH A HOOK, A POWERFUL QUOTE, A SURPRISING FACT, OR A COMPELLING STORY TO DRAW THEM INTO YOUR SPEECH.

HOOK (CALL TO ACTION): IN FISHING, THE HOOK SECURES THE CATCH AND IN PERSONAL STORYTELLING HUMANITY IS THE HOOK. YOUR SPEECH SHOULD END WITH A STRONG CALL TO ACTION. CLEARLY STATE WHAT YOU WANT YOUR AUDIENCE TO DO OR TAKE AWAY FROM YOUR PRESENTATION. MAKE IT COMPELLING AND ACHIEVABLE.