

Superpower Storytelling

10 Point Checklist

Stephen Steers

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



Marketing Speak

HOSTED BY **STEPHAN SPENCER**



“Storytelling is important because it allows you to be in the context of every situation with the you that you are that people want to meet.”

STEPHEN STEERS

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10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Leverage who I am in storytelling. Who I am is the most interesting thing about what I do.
- Don't be me-centric. I will be more memorable if my approach in storytelling is one of thoughtfulness and not of me-fulness.
- Speak to my audience. Tell stories for my audience to see themselves in the story.
- Set a positive association between me and my audience. Make sure that my audience thinks of something exciting and positive to associate me with feelings of positivity, which allows for ease of conversation.
- Don't act out of reactivity. Instead, pause, take a breath and reevaluate before you take action.
- Be polarizing and direct. The right people will love it, and the wrong people will repel it. But this will make my life easier.
- Get clear on what my audience wants to learn or achieve. My audience should get what they need and want out of the story I tell. Always remember the story is all about them.
- Label the emotions I want my audience to feel. This will allow me to understand where they are with what they've told me about themselves. Then, calibrate which story to share with them to align with those emotions.
- Know what my audience should do next. Point them towards a place of context to keep the interaction going and continue to build the relationship.
- Visit Stephen Steers' website to learn more about him and his services. Also, join his Superpower Storytelling Masterclass to learn how to have effective sales and marketing through storytelling.