TELL YOUR STORY

5 DAY CHALLENGE

DAY 4

Produce Your Story

WHAT DOES "PRODUCE" MEAN?

Producing means:
you are packaging your story with professionalism so that you make the biggest possible impact on your audience.

You're not just talking for a few minutes. You are creating a MOMENT that people will remember.

Producing takes the impact of your story from level 5 to 10.

PRODUCING CAN INCLUDE:

▶ Lighting.

▶ Sound.

▶ Background.

▶ Outfit/style.

▶ Props.

▶ Call to action.

PRODUCTION CHECKLIST

LIGHTING

(   ) Make sure you've got natural or artificial light hitting the front of your face, not behind you.

SOUND

(   ) Invest in a great microphone and pop filter.

BACKGROUND

(   ) Remove clutter from your space. We do not need to see your dirty laundry basket in the corner!

Remember: everything on your stage (or screen) sends a message. What do you want that message to be?

PRODUCTION CHECKLIST

OUTFIT / STYLE

(   ) Choose an outfit that makes you feel like your most powerful self.

PROPS

(   ) Optional: choose a prop that you can show the audience during your story. This could be a book that you wrote, a product you invented, a photo of your grandma, or another item that's going to make a visual impact while you tell the story.

CALL TO ACTION

(   ) What is the ACTION you want people to take? What's the book, product, or program you want them to purchase? Or, what's another step you want them to take? Don't forget to mention the CTA during your story.

RECAP

▶ Producing means putting the finishing touches on your story. Elevating your story from amateur hour to professional.

▶ Lighting. Sound. Background. Outfit/style. Props. Call to action.

▶ Producing means: you're not just talking for a few minutes. You are creating a MOMENT that people will remember.

▶ This is not about perfection. It's about delivering your story in the strongest way that you can.

DAY 4

YOUR ASSIGNMENT FOR TODAY

✅ What is the Feel of your Pitch?

✅ What is the Know of your Pitch?

✅ What is the Do of your pitch?

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