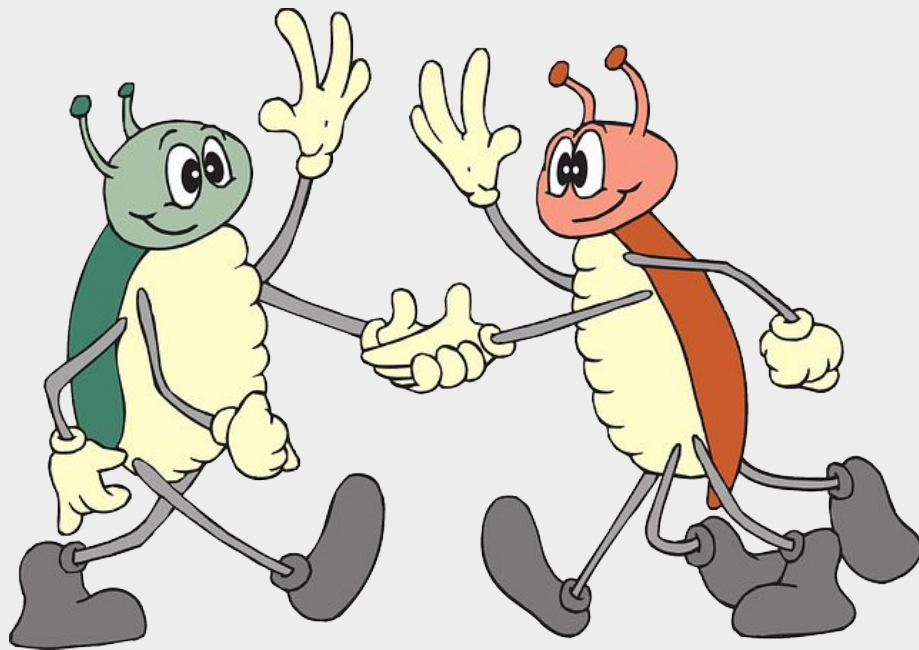


CREATING A STORY FOR ANYONE YOU MEET



First Impression Is Non-Vocal

- Body language, posture, smile, facial expression, clothing, appearance, eye contact
- How you carry yourself, your introduction, your handshake



What Do You Do?

- Non-story: I am in technology or I am a marketing manager at XYZ company - sounds sad and boring
- Better: I am a marketing manager at XYZ. I work on helping people find short-form entertainment
- I am an accountant and a musician or a writer or an aspiring chef or travel blogger about mountains - I love the outdoors

Let's Do This For Me

- Confusing introduction I used to use: I run a personal branded business in education
- Better: For the last 10 years, I've been running a business that helps people start businesses and improve their financial life - mainly through coaching and online education like courses and books I've written. I've impacted the lives of millions of people. At night, I moonlight as an amateur musician playing in bars and YouTube