



Personal Story

Module 10

Best version of self

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Best wishes,

Maryia Oayda

INTRODUCTION

PERSONAL STORY

TO BE USED ONLINE & OFFLINE

Stories have been one of the biggest social media trends of the past couple of years and up to nowadays. The dominance of social media speaks for themselves. Interactive Stories and polls are brilliant ways to go back and forth with your audience, making a brilliant connection with your target audience. It is a perfect tool to connect on a personal level during a sales meeting with your client as on social media.

The power of stories is invincible and it is very popular nowadays among all bloggers. It is a successful marketing tool for you, and for any professionals involved in sales and/or the commercial side.

Your story is the process where you use facts and narratives to communicate and convey specific messages to your audience. It encourages your listener's active imagination and involves a two-way interaction between you and your opponent.

Best wishes,

Maryia Oayda

PERSONAL STORY

Hero

In the center of the story is always a hero - you. This is where you talk about your background, life story, an event that served as a turning point.

Conflict

Conflict is the trigger situation that challenged you. Any obstacles in your life or any challenging times, that forced you to fight, and that served your purpose

Mentor

It's usually a person or a series of books that you used as your guide to combat your obstacles. It's someone or something that held your hand and guided you in good times and bad.

PERSONAL STORY

Journey

The journey is your actual story, how did you fight and passed through those obstacles on the way to your success.

Victory

This is the time where you accomplished your goal, ruined walls of tortures and obstacles, and became who you are right now.

Moral

Simple, it's the moral of your story. What have you learned? What is the biggest lesson? How do you live after that journey? What are your values?