

THE ULTIMATE STORYTELLING



ROADMAP



YOUR GUIDE TO DEFINING YOUR AUDIENCE
AND TAPPING INTO THEIR EMOTIONS TO
DELIVER STORIES THAT PRODUCE RESULTS

ANDY HENRIQUEZ

THE ULTIMATE
STORYTELLING ROADMAP
WORKBOOK

**Your Guide to Defining Your Audience And
Tapping Into Their Emotions To Deliver Stories That
Produce Results**

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ABOUT THE AUTHOR

Andy Henriquez is a strategic storytelling expert, speaker, and coach who has the unique gift of crafting and delivering transformational messages that leave a lasting impact on his audience. Whether standing on stage and captivating an audience with his heartfelt and compelling message or conducting workshops and trainings, Andy's impact resonates with audiences worldwide.

Andy's experiences and accomplishments are diverse and vast, giving him a special ability to relate to all audiences. Andy was born to Haitian immigrants who came to this country in pursuit of the American Dream. With the core values of hard work, discipline, and commitment instilled by his parents, Andy attended Florida State University, graduating summa cum laude in accounting.

As a licensed CPA, Andy worked for the prestigious accounting firm of PricewaterhouseCoopers LLP. A risk taker and businessman at heart, Andy left this firm in 2004 and started his lifelong pursuit of fulfilling his destiny as an entrepreneur, speaker, and coach.

Andy is known for delivering messages that go beyond the mind and penetrate the heart of audiences. A sought-after speaker, Andy has shared the stage with world-renowned motivational speakers, best-selling authors, and coaches, including Les Brown, Omar Periu, Susan RoAne, and Lisa Nichols.

**For more information about Andy,
his products, or coaching, visit his website at**
www.speakwithpurpose.com.

Part 1

Feelings and Stories

One of the best writers of the 20th century, Maya Angelou, certainly knew the power of emotions in storytelling. She said, “I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

As we have talked about how important it is to recognize how stories make you feel, this might be a good time for a refresher on the different types of emotions. It can be difficult to get others to experience an emotion or feeling that you have failed to identify yourself, so time spent on identifying emotions will reward you richly in terms of developing your storytelling ability.

You can divide emotions into two main categories, positive emotions and negative emotions. We typically seek to experience positive emotions and look to avoid negative emotions; however, each is an essential part of life.

You’ll find that some of the most impactful stories have the power to make us experience both positive and negative emotions. As a matter of fact, some of the best stories can transition us from one state of emotion to another. Be aware that both positive and negative emotions play an important role in stories. However, the degree of each depends on the story you’re telling and what you want the listener to feel.

Take a moment to look at the wheel of emotions on page 9. The wheel of emotions was created by psychologist Robert Plutchik in the 1980s. Notice how more subtle emotional states flow from the major ones. For example, bored is a subset of sad, and creative derives from a feeling of joy.

What's Your Motivation?

What's your motivation for wanting to become a powerful storyteller? Perhaps you have come to realize that the shortest distance between two people is a story. You may have also come to realize that a well-told story has the power to influence and persuade the listener to act.

Have you heard this expression before: "Facts tell, stories sell"? Who are the people you are looking to sell your products, services, ideas, or vision to? A well-told story may very well be the best way for you to connect and persuade those people.

Complete Exercise 1 on the next page to identify the people you would like to influence through your storytelling. Also identify what you want them to feel and do as a result of your story. For example, you may want to influence your potential customers to buy your product. You could simply tell them to buy your product, but have you had much luck with that approach?

They're much more likely to purchase your product if you share a compelling story about your product or a story about the impact your product has had on past customers to build their confidence. Maybe you are looking to influence potential donors for your nonprofit organization. You could just tell them your mission statement and ask for the funds.

Or you could tell them a heartfelt story about how young Joey, who has been diagnosed with cerebral palsy, needs physical therapy, which is funded by your organization. Which of these two approaches do you think would be most effective?

Now complete Exercise 1.

Exercise 1

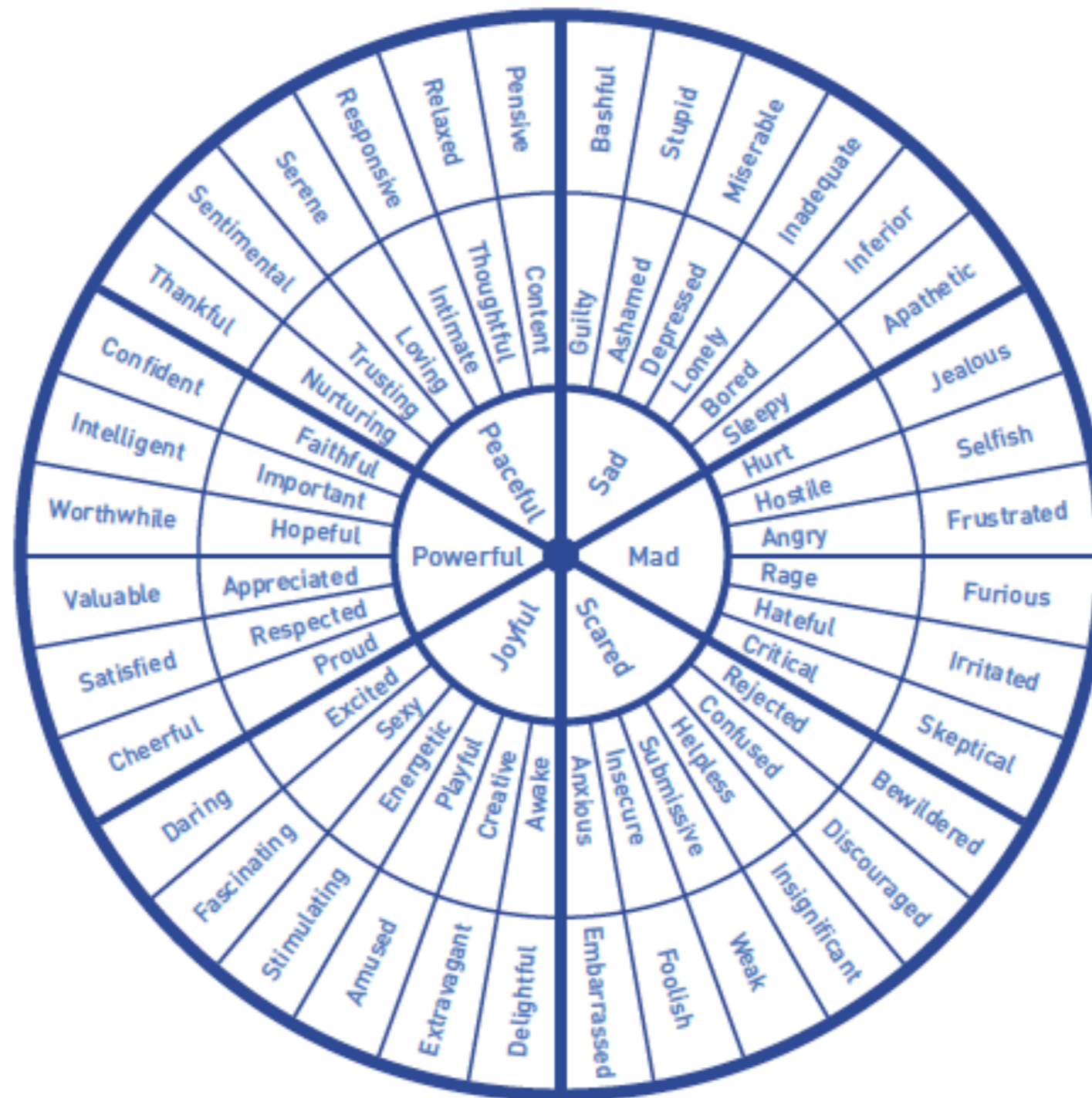
Who do I want to influence through story?	What do I want them to feel? What do I want them to do?

**THE MOST POWERFUL STORIES HAVE THE
POTENTIAL TO TAKE THE LISTENER FROM ONE
EMOTIONAL STATE TO ANOTHER.**

Consider some of the people you would like to influence through story, and review the wheel of emotions on the following page to see if you can identify any emotions that you would want them to experience as a result of your stories.

Then complete Exercises 3, 4, 5, 6, 7, and 8.

The Wheel Of Emotions



Exercise 3

List the positive emotions and the negative emotions that you may want your listeners to experience as a result of your storytelling.

	Positive Emotions	Negative Emotions
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

Exercise 4

Choose one of the positive emotions from Exercise 3, and identify a story that you could share to provoke that emotion for the listener. Write a few notes about the story.

Exercise 5

Choose one of the negative emotions from Exercise 3, and identify a story that you could share to provoke that emotion for the listener. Write a few notes about the story.

Exercise 6

Choose a positive and a negative emotion from Exercise 3, and identify a story that you could share to provoke both emotions for the listener. Write a few notes about the story.

Exercise 7

Describe a time in which you utilized a story to influence someone else.

What about your story do you think your listener responded to?

What can you take from that experience and utilize in the future to enhance your storytelling?

Exercise 8

Choose a few of the emotions you wrote in Exercise 3, think of a story that you heard that triggered this particular emotion from you, and write it in Exercise 8.

Emotions	Write a sentence or two about each story that triggered this emotion for you.

Although the previous exercises may seem straightforward, they are actually incredibly powerful. By completing the previous exercises, you are consciously experiencing the power of story to change your emotional state and the emotional state of others.

Be intentional about recognizing how stories influence your emotions on a daily basis, whether in a casual discussion with a friend, a breaking story on the news, or a story you stumble across on social media.

Regardless of how you come across them, stories have the ability to provoke emotion. The more you are in tune with this notion, the more likely you are to tell stories that trigger an emotional response. Remember, touching people at an emotional level significantly increases your ability to influence them to take action.

Part 2

Defining Your Audience

I expect you've already noticed how important it is to know your audience really well. If you're going to address a group, it pays to do as much research as possible because the desires and characteristics of the audience will determine not only the story you tell but also how you choose to position the story.

Stories resonate differently for various people, so it's essential to understand who your audience is so you know the angles and the stories that will allow you to best connect and resonate with them.

If you know your audience ahead of time, you're far better equipped to select stories that will be meaningful to them. Failing to do your research can result in a disconnect from your audience and a less impactful experience. It's far too easy to buy into a one-size-fits-all mindset and believe that all audiences are the same. That is actually very far from being true.

**THE REALITY IS EVERY AUDIENCE IS DIFFERENT,
WITH DIFFERENT DESIRES AND CONCERNS. IT'S YOUR
JOB TO IDENTIFY THOSE DESIRES AND CONCERNS
BEFORE SPEAKING TO YOUR AUDIENCE.**

Demographics

Following are some questions and points to consider before speaking to an audience. Keep in mind that not everyone in your audience will simply fit into one category. The goal is not to simply put them into categories, but rather to get a better understanding of who they are individually and as an audience. This will better prepare you in your storytelling and delivery.

What sort of age group are they in? Bear in mind that this might be a specific age range, various age ranges, or generation categories consisting of mixed-age ranges.

What kind of educational background do they have? It's important to know their general level of education so that you neither talk down to them nor talk below their level. You're typically safe keeping your stories simple and easy to follow.

What is their cultural background? Think about the sort of things your audience will relate to. It's easier to get the point of a story if you are in tune with its cultural framework. Bear in mind that different cultural and religious groups have different sensibilities, so you may want to make sure your story and your language are sensitive to their norms and values. Furthermore, if you ever address an audience in which the language you speak is not their primary language, you may want to be intentional about using language, vocabulary, and diction that your audience can easily follow.

Psychographics

What do they want? Think about why they are listening to you and what they want to gain by listening to you.

What would they resist or dislike? What would they enjoy and appreciate? Consider what your audience is likely to resist and what they would appreciate. Depending on what you are looking to accomplish, choose your stories accordingly. You may very well want to stir things up and make them uncomfortable, or you may simply want them to agree with you.

What is their current frame of mind? What is their current emotional state? You will benefit by getting a clear understanding of your audience's current state of mind. Are your audience members discouraged, stressed, uncertain, excited, hopeful? Are they experiencing any other emotion? Are they in another state of mind?

Goals

What are your intentions and goals for this audience? What do you want them to learn or understand? The clearer you are on your intentions for the audience, the more likely you are to grab their attention and get them to act. Be very clear about the purpose of your message.

What do you want them to feel, do, or change as a result of hearing from you? It's difficult to get an audience to experience an emotion that you haven't taken the time to identify, or to produce a result that you haven't clearly identified. Put some time and effort into answering these questions in advance.

What is your call to action or the takeaway message you have for the audience? If you are looking for a specific outcome, it is very important to have a call to action for your audience, something specific that you want them to do. If you are looking to share important points, it's essential that you provide the audience with some takeaway points to remind them of the most pertinent aspects of your message.

Exercise 9

1. Consider Your Audience

You may want to refer to some of the stories you discovered and wrote down in Exercises 1 - 8 of the workbook. Once you have a story and a message in mind, think of who your ideal audience would be for that particular story and message. On the following page, answer the questions in Exercise 9 on behalf of your ideal audience.

Consider Your Ideal Audience	
Title of my story	
What is their age group and interests?	
What is their educational and cultural background?	
What do they want?	
What would they like or dislike? What's their current emotional state?	
What are my goals for the audience? What do I want them to do, feel, or change?	
What is the call to action or takeaway message?	

Exercise 10

Think of an audience—other than your ideal audience—that you are likely to share your story with and complete Exercise 10.

Think Of Another Audience	
Title of my story	
What is their age group and interests?	
What is their educational and cultural background?	
What do they want?	
What would they like or dislike? What's their current emotional state?	
What are my goals for the audience? What do I want them to do, feel, or change?	
What is the call to action or takeaway message?	

2. Consider Your Audience

Whether you have the fortune of sharing your story with your ideal audience or a more challenging audience, it's important that you develop the habit of truly getting to know your audience before sharing your story and message. Doing so will truly help elevate your connection to your audience and your level of impact.

Another important skill set is identifying which of your stories to select to connect and best suit your audience's needs. Go through Exercise 11 so you can start conditioning yourself to go through the process of identifying stories that will resonate best with your audience.

For this exercise, I provide you with a series of hypothetical audiences. I want you go through your story library and personal experiences and do your best to identify at least one story you believe would resonate with each audience. Complete Exercise 11.

Exercise 11

Audience	My Potential Story They Could Relate To
High school seniors	
Women's business group	
Prison inmates	
Million-dollar business earners	
Health care providers	
Recently unemployed executives	
What did you discover? Did you experience any challenges while trying to identify a story for these different audiences?	

3. Consider Your Audience

Depending on your story library and personal experiences, you may have found the previous exercise to be fairly easy, or you may have experienced difficulty trying to identify a story that could resonate with these very diverse audiences. The important thing to note is that your audiences will have different backgrounds, experiences, interests, and goals, and it's your responsibility to put some thought into selecting the stories that will most resonate with them.

This is essential for ensuring that you connect with your audience and that you create the greatest level of impact as possible. Keep in mind that there may be times when you have researched your audience only to discover upon being in their presence that you have made a major oversight. In those moments, you may very well have to make a quick adjustment to your story selection and what you intended to share. Recall a key statement that I made in the audio program for this unique situation and complete Exercise 12.

Exercise 12

Finish the following statement: Never allow what you want to say to...

Part 3

Tapping Into Emotion

Another powerful aspect of storytelling is that stories give you the ability to tap into the emotion. If you can trigger an emotional response from your audience, you are more likely to persuade them to act. You can create the greatest amount of impact and increase your likelihood of producing results if you tap into the emotion. The majority of people make important decisions and base their course of action upon their emotions. Emotional stories tend to be the most impactful.

They have the power to get people to act. Revisit the segment titled “Feelings and Stories” in the first section of this workbook as a refresher about the use of emotions in stories. Now take some time to do a little reflecting. Identify a story that you heard that touched you at an emotional level and provoked you to take some sort of action.

Exercise 13

What was the story?

How did it touch you at an emotional level?

Why did you feel provoked to act?

Tapping Into Emotion

By going through the exercises in this workbook, it should be clear to you that tapping into the emotion through storytelling allows for a deeper connection with your audience and increases your chances of influencing people to act. If you are looking to have greater impact when you share your stories, or if you are looking to increase your level of influence through storytelling, it is essential that you tap into your audience's emotions.

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