

UNCOVER THE

THE POWER OF



DISTRACT

DISPUTE

INSPIRE



YOUR STORY



YOUR 3-STEP GUIDE TO DISTRACT, DISPUTE,
AND INSPIRE YOUR AUDIENCE TO TAKE
ACTION

ANDY HENRIQUEZ

THE 3-STEP
UNCOVER THE POWER OF YOUR STORY
WORKBOOK

**Your 3-Step Guide To Distract, Dispute, And Inspire Your
Audience To Take Action**

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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,
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www.speakwithpurpose.com.

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Step 1. Learn To Distract

Distraction instantly focuses your audience's attention on what you have to say. Think of a quick 15 second story that you can share with your target audience in order to interrupt what they are currently thinking about. Distraction allows you to open your audience's attention and make them receptive to your message. What story can you share that will allow you to momentarily distract your audience and get them to focus on what you have to say? In the exercise below, list three 15 second short stories that you can share with your target audience to momentarily distract them.

List 3 Short Stories

Step 2. Dispute: How To Reframe Your Audience's Objections

Learn how to reframe your audience's objections in a powerful new perspective. Be their hero as you help them overcome their disbelief. You can accomplish what may seem like an incredible task by simply learning how to shift the perception of your audience.

Here's how: It's almost a given that talking about a particular subject will cause some people to object to what is being said. This is an example of human nature, and it should be welcomed, because it gives you an opportunity to use your story to overcome people's objections. The most common objections you may encounter to your strategic story or message are:

"I don't have the time."

"I don't have the money."

"I don't believe this will work for me."

By using your story combined with the testimonials of real people succeeding when they, at first, didn't have the time, money, or belief, you will be able to dispute your audience's objections in a productive way. This allows you to open up your audience to change - enabling them to be receptive to your message. As a result, your audience will take your message to heart and then take the action you desire them to complete.

Step 2. Dispute: How To Reframe Your Audience's Objections

In the exercise below, list three testimonials that you have witnessed in a friend, family member, or colleague who found the time, the financial resources, and the belief in themselves to make a positive change in their life. Use your story combined with these testimonials as proof that your audience can also achieve what they once considered impossible.

List 3 Testimonials

Step 3. Inspire Your Audience

Understand how to inspire your audience to make positive change in their lives by connecting the purpose of your story with their emotions.

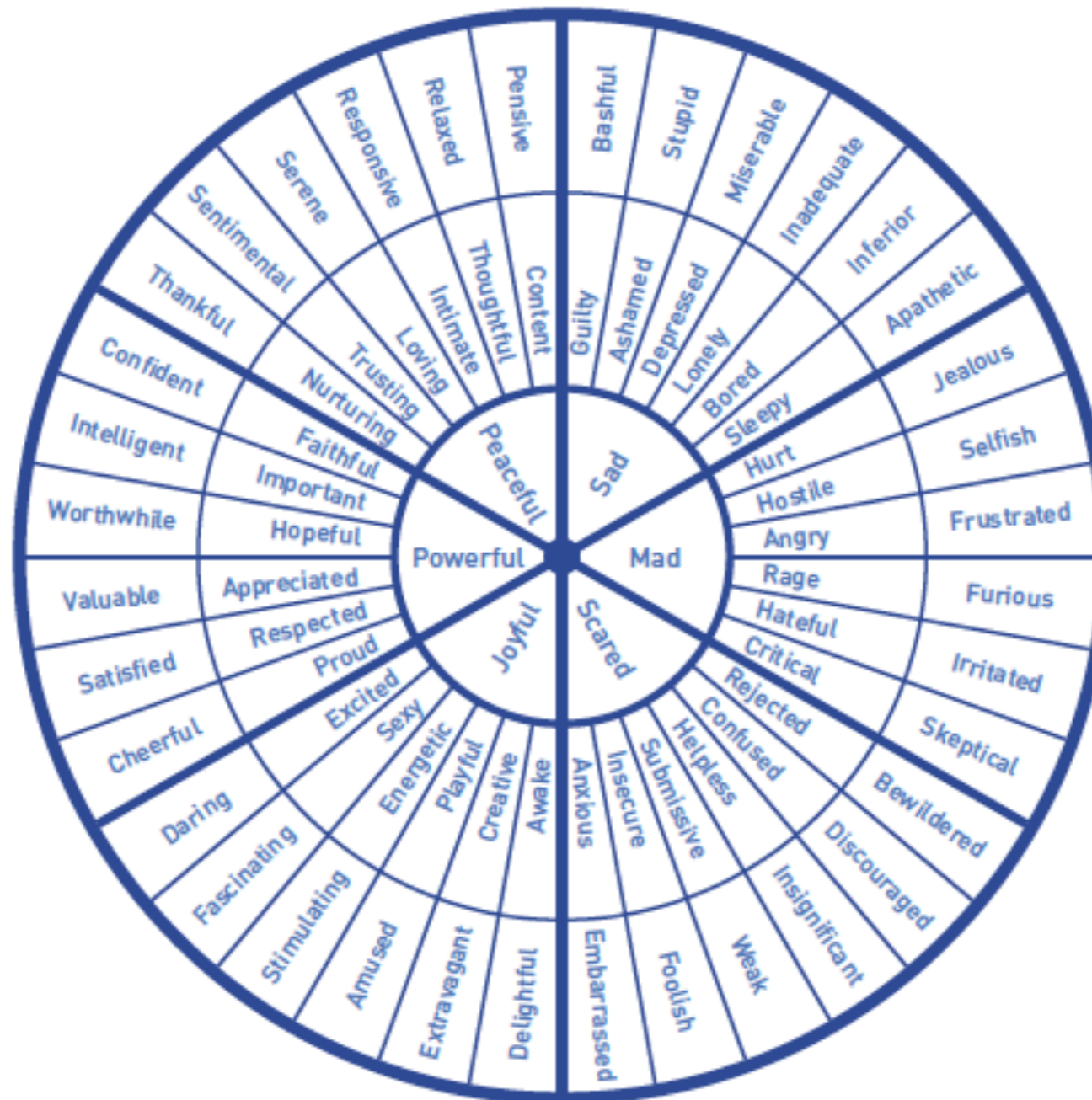
Fear is the mind killer. There is something in you that you want to express and it's a message that can inspire the people in your personal or professional life to transform into the person they imagine themselves becoming.

Inspiring your audience happens when you push past your fear of growth and let your message shine through you like the noon-day sun - igniting the emotional fuel of your audience like a spark that burns with passion, radiance, and beauty.

You have seen yourself in your mind's eye talking to people, sharing your story, watching them as they receive your message in their hearts. You have the ability to inspire people with your message, you just have to simply trust yourself to let what you really want to say come through you, uninhibited.

Step 3. Inspire Your Audience

Use The Wheel of Emotions to identify the emotions you feel when you see yourself speaking to your audience.



Step 3. Inspire Your Audience

Now list the emotions you want your audience to feel after you have given them your message.

	POSITIVE EMOTIONS	NEGATIVE EMOTIONS
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

Step 3. Inspire Your Audience

Now practice your story with these emotions that you feel - practice bringing them to the surface of your entire being - and when you practice focus on transmitting the power of your story - how you feel - into your audience's heart to inspire them to take action.

The Tuning Fork Example

Feelings are contagious, both negative emotions and positive ones. We all have had the experience of walking into the room of someone who was either sad or depressed and then feeling the weight of that person's negative emotion upon us. You have also had the experience of being with a good friend or group of people where you could literally feel the positivity flowing off of them and into you - giving you joy and happiness as a result. Now hold this thought in your mind. We are going to come back to it in a second.

A tuning fork is a small metal fork shaped like a horseshoe with a handle at the bend of the fork. Tuning forks are used to tune instruments like violins, guitars, and pianos. And some of you may know that when you strike a tuning fork it... and hold it next to another tuning fork... the second tuning fork will begin to vibrate at the same note and pitch. This occurs because the second tuning fork is receiving the vibration (sound) of the first tuning fork through the air. As a result, the second tuning fork begins to vibrate in sympathy with the first.

Step 3. Inspire Your Audience

This example of a tuning fork is very similar to you being able to pick up a strong emotion generated by another person or group of people and begin feeling it yourself.

Likewise, when you are communicating a message to an audience, you are in the position to influence them based on your mental and emotional state. Through keying up specific emotions in your heart, that you want your audience to feel and be inspired by, you can literally transmit these emotions to your audience and get them to feel what you're feeling.

Think of it this way, your story is the vehicle (tuning fork) and your emotions are the engine (notes). Feel, in your heart, what you want your audience to feel and use your story to transmit this feeling to your audience so that you are able to inspire them to take action.

Tapping Into Emotion

By going through the exercises in this workbook, it should be clear to you that tapping into 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.

Want More? Get High-Quality, Online Video Training...

The Strategic Storytelling Formula

Learn how to position yourself as an authority figure to ignite the emotional fuel of your audience with the power of your story. You'll get the skill set you need to connect with people's hearts and minds by learning this simple, 6-step framework.

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