

# SELL ME THIS PEN

26/11/2020

Before I start anything, let me just say THANK YOU for taking part into “Sell Me This Pen”. You have done a much better job than those salesmen from the Wolf of Wall Street :)



The Wolf of Wall Street - Sell me this pen

Now down to some tips and resources we discussed during the session.

## TIP #1

Use your story to share your “why”

## TIP #2

It is your story you are sharing but focus on the universal feelings you can highlight to connect to others

## TIP #3

When telling a story, go back at a specific event, time, conversation, picture it and share it

## TIP #4

Make sure you take the audience with you in the story: share what you could see, hear, feel, smell

## TIP #5

Cut out from your story the details that your audience won't understand or that are not necessary for them

#### TIP #6

Remember that your story is a gift to others, you are not showing off when you are putting out there (we know you're amazing and you should too!)

#### TIP #7

Your story might look slightly different depending on which platform you are using to share it. For instance, when sharing it as a speech, it's great to have pauses and mimicking your actions

### **RESOURCES**

We have talked about the hook of the story and the structure of it. And this piece I wrote might help you to dig a bit deeper into it.

- [This is How To Structure Your Story](#)

Also, look at these to reflect more on the importance of sharing your story despite resisting it

- [How to Stop Resisting Your Story and Start Embracing it](#) (post)
- [How to Stop Resisting Your Story and Start Embracing it](#) (video in conversation with Abi Osho)
- [Want to Know if Your Story is Worth Sharing?](#) (video - in conversation with Tsitsi Tsopotsa)

Thank you again for sharing your stories and supporting each other!

Hugs,  
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