

Kelly Swanson

www.kellyswanson.net

Hilarious.....Motivating.....Powerful Stories....Compelling Message

Award-Winning Storyteller, Comedian, Motivational Speaker, Author of *Who Hijacked My Fairy Tale?*

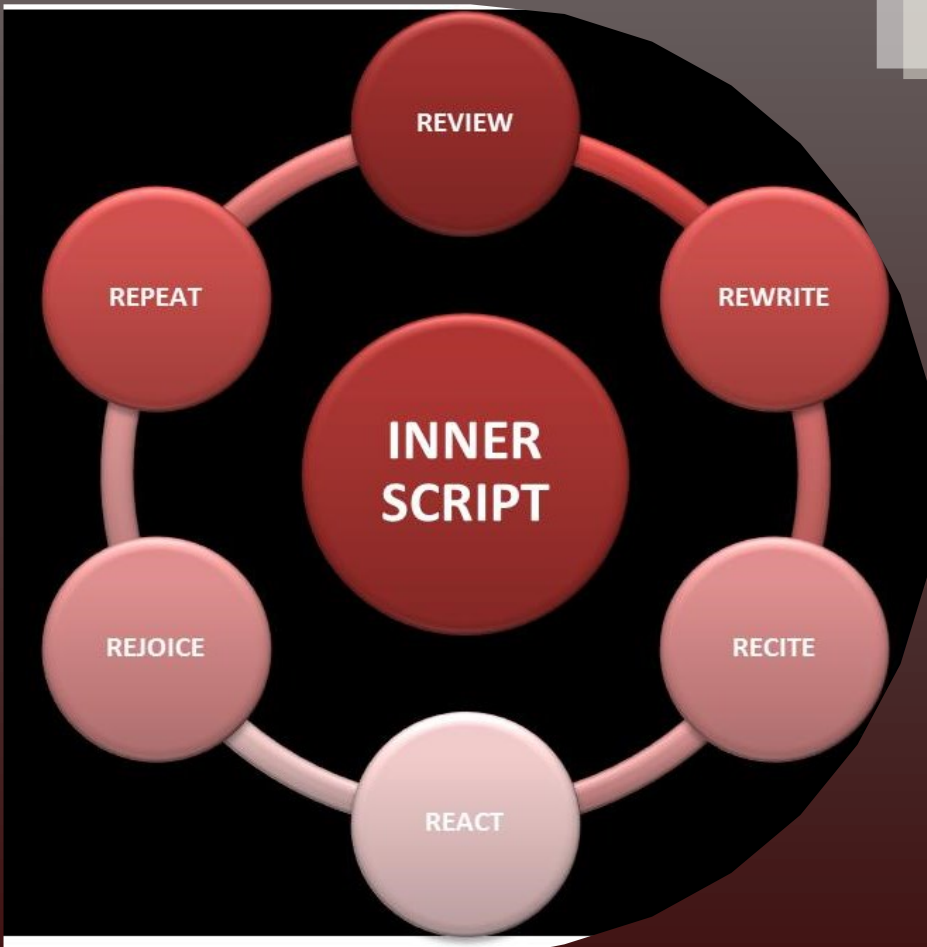
Our ability to work at our highest level, set goals and achieve them, find passion and purpose in what we do, and not kill ourselves in the process, is dependent on the story line running through our head. The script we give ourselves will lead our actions and behaviors. **That's the inner script.**

YOU. YOUR STORY. MAKE AN IMPACT.

The power of story to connect, influence, and get results.

Our ability to sell more, deliver better customer service, lead more effectively, and be more successful, hinges on our ability to connect with those we serve. **That's the outer script.**

I can help with both.



OUTER SCRIPT

3 Stories You Should Be Able To Tell:

- The **About Me Story** (Makes you human to your listener and therefore makes your connection emotional)
- The **Message/Brand Story** (Sells the story of what you do over features and benefits)
- The **Customer Story** (Makes this about them)

To sell more, lead better, serve customers more effectively, be stronger team members, and have more impact and influence in your industry.