

Crafting your Personal Story

Being memorable, relevant and interesting.





Table of contents

- My background & dilemma
- Our goal & strategy
- Build your story
- Guidelines for the best results
- Your turn!

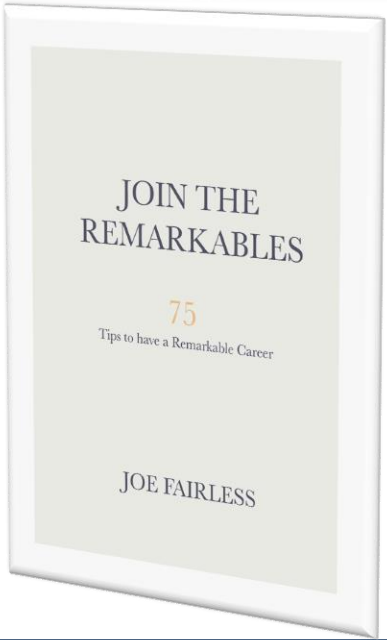
My Background

A little bit about me (and my dilemma).





My background



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Some accolades



Joe Fairless

VP, SS+K

Greater New York City Area | Marketing and Advertising

Current **Vice President at SS+K**

Past Management Supervisor at Mr. Youth
Junior Project Manager at TBWA\Chiat\Day
Intern at TracyLocke

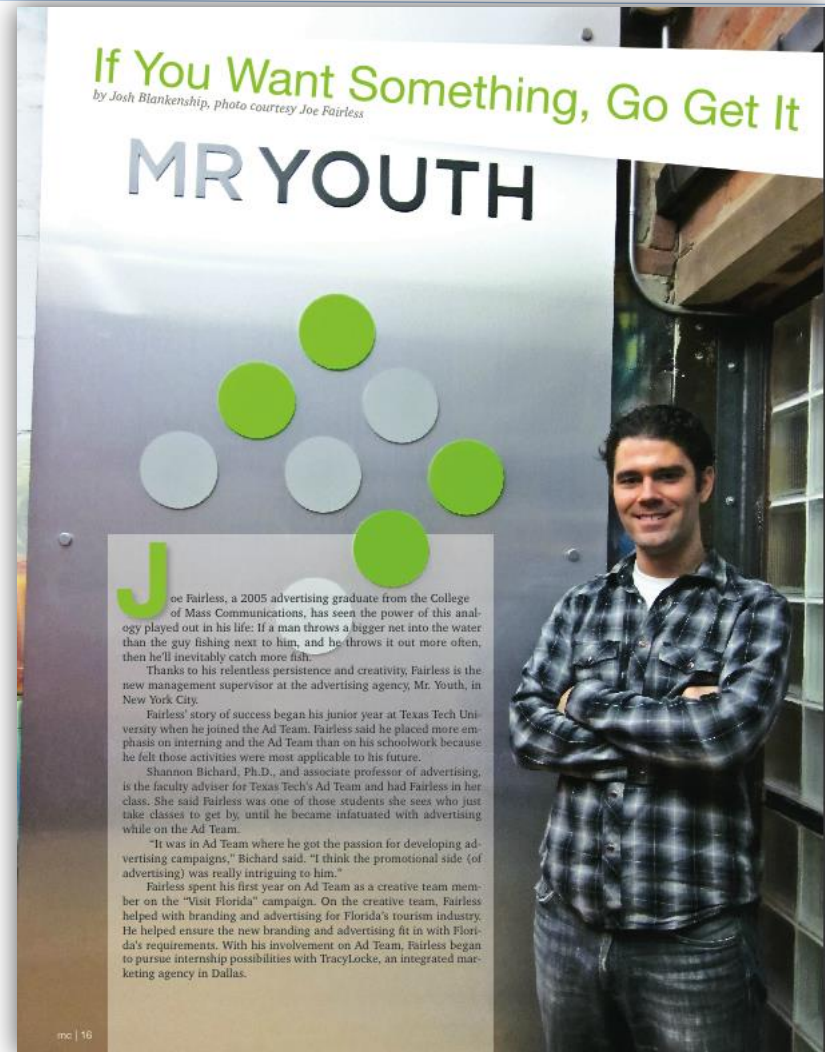
Education Texas Tech University

Recommendations **48 people have recommended Joe**

Connections **500+** connections

"Boy, you give a kid an inch and he'll take a mile. I have seen him take opportunity and turn it into success time and time again."

- Mark de Tranaltes



J

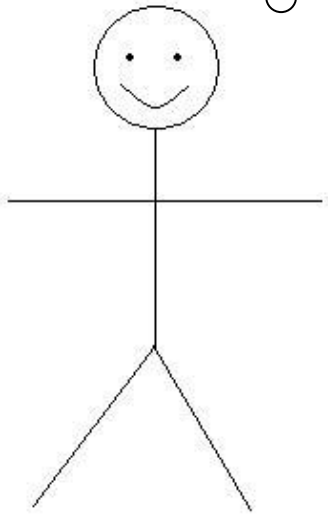
We're presented with networking opportunities 24/7



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My dilemma...

How I do quickly connect with
people who have all these different
types of backgrounds?



Our Goal

The skill you will have after this class.



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Quickly make a meaningful connection with someone.





How do we make that happen?

1. Share an interest with them
2. Tell interesting story about shared interest
3. Reference shared interest in 48hr follow-up

Very Interesting...

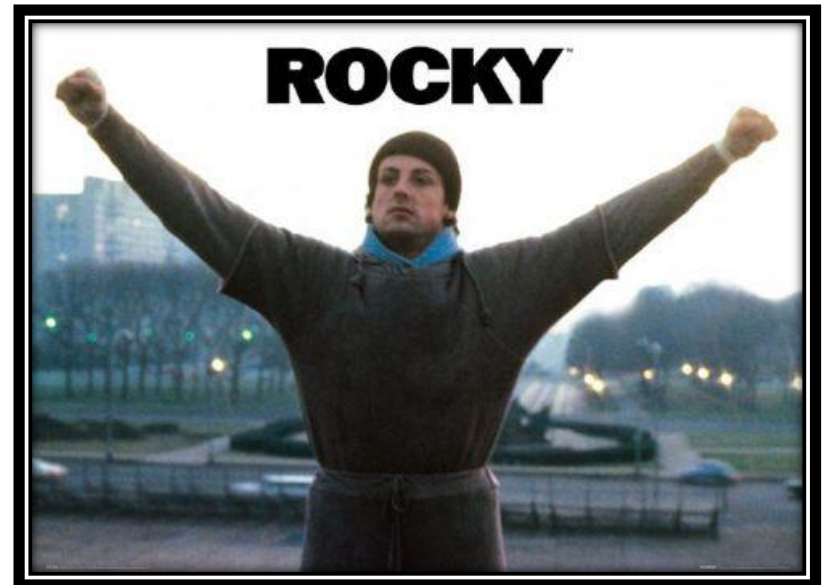
But what makes an interesting story, well, interesting?



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The 4 components to an interesting story

1. Relevant to audience
2. Twist – breaks stereotype, funny, uncommon, overcomes obstacles, etc.
3. Storyteller is having a good time telling it
4. Defined conclusion – audience knows when it's over



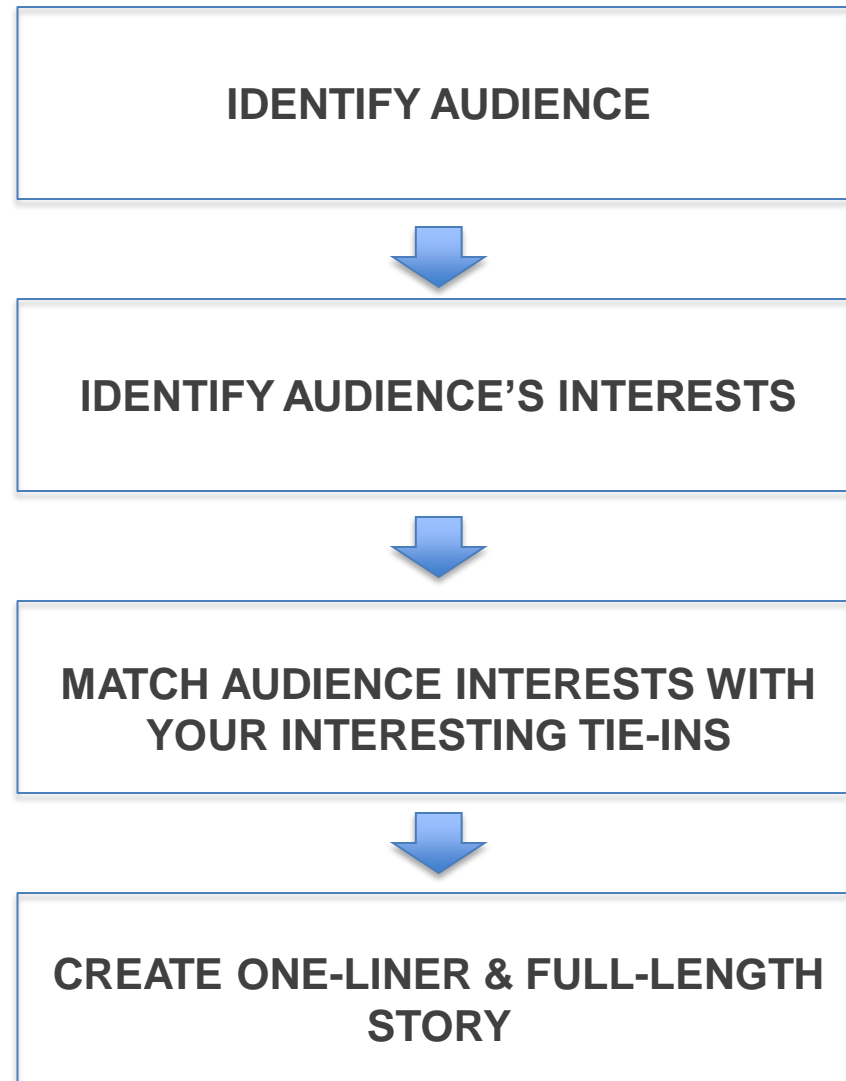
Approach

Here's how to build your story.





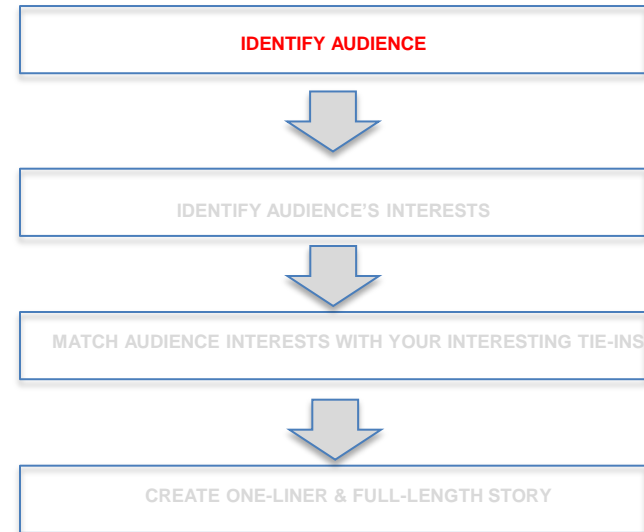
Framework for crafting your interesting story





Identify the people you want to connect with most

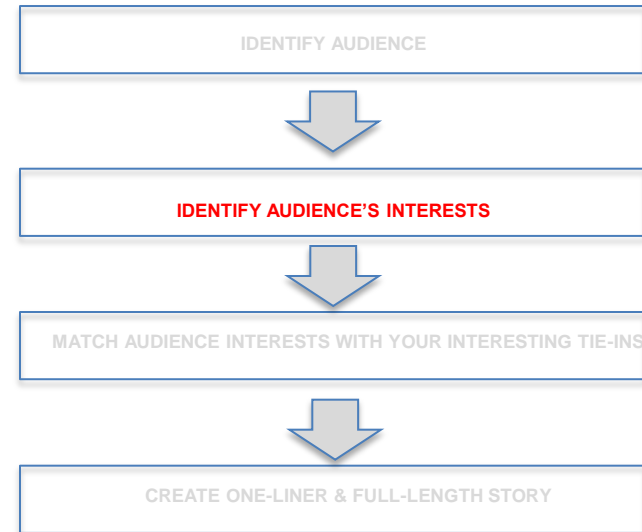
- Who are they?
- Can be narrow or broad





Identify their interests

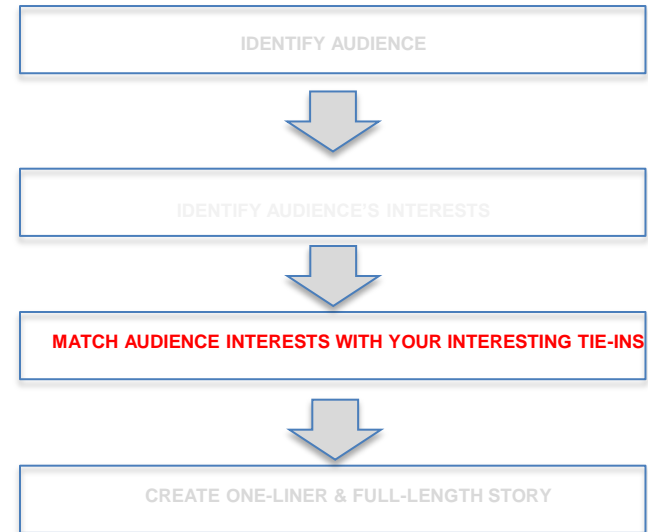
- What holds their attention?
- How do they spend their time?
- What experiences do they share with each other?
- Can you group them together based on shared experiences?





Match audience interests with your interesting tie-ins

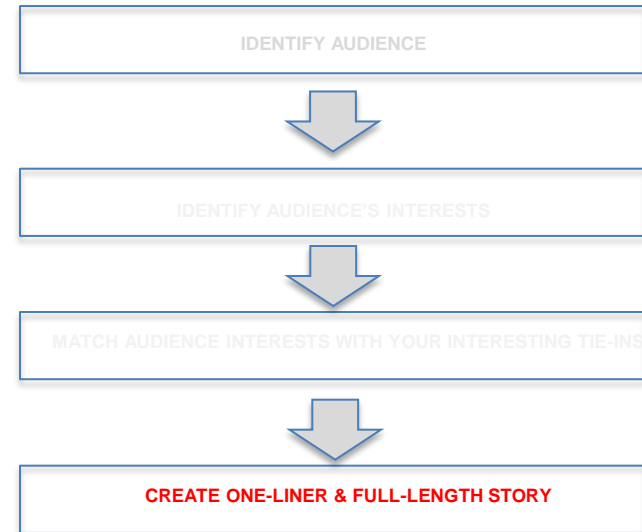
- List 3 things you've done they would be interested in
- Achievements, classes you've taken, trips you've been on, experiences you've had, etc.
- Look at pictures, your resume and ask friends/family for inspiration





Create one-liner & full-length story

- What's the one-line statement you can say that will tie-back to interest?
- If no dialogue after you make a statement to your audience, what a story you can tell about it?





1st example of completed framework

Audience

Parents



Audience interest

Their children



My matches

1. Lost to class of 6-year olds in game of whiffle ball
2. Babysat over 100 preschoolers
3. “Manny” after college in NYC



**(SEE ONE-LINE & FULL-LENGTH
STORY ON NEXT SLIDE)**



1st example of completed framework continued

ONE-LINER

I worked at a day care in college and have babysat over 100 preschoolers.

FULL-LENGTH STORY

I got into it because I needed a job and didn't want to pour concrete anymore. Then, after doing it for a summer I loved it. I worked with ages 3 and up. Basically once they could pee and poop in a toilet they sent them to me! My favorite ages are 3 – 4 year olds because their personalities are pretty developed but are still really impressionable. Is your son in day care?



2nd example of completed framework

Audience

Music lovers



Audience interest

Music



My matches

1. Go to a concert every two weeks
2. Been to every major music venue in NYC
3. Seen Third Eye Blind 10 times in last 4 years



**(SEE ONE-LINE & FULL-LENGTH
STORY ON NEXT SLIDE)**



2nd example of completed framework continued

ONE-LINER

I go to a concert every 2 weeks.

FULL-LENGTH STORY

Yeah, and my favorite band is Third Eye Blind. I've been to 10 of their shows in the last 4 years. Yes, they are still touring! My favorite venue is The Chance in Poughkeepsie, NY. What's your favorite venue in NYC?



Want the best results? Follow these 9 rules.

1. Genuine interest is mandatory
2. Listen to good storytellers
3. Practice
4. Prepare ahead of time if you can (i.e. interview, conference)
5. The best networkers don't network. They give.
6. Test. Know what does and doesn't get the best responses
7. Have a dialogue not monologue
8. Remember your unique connection to them
9. Follow up within 48 hours and reference connection



Your turn!

IDENTIFY AUDIENCE



IDENTIFY AUDIENCE'S INTERESTS



**MATCH AUDIENCE INTERESTS WITH
YOUR INTERESTING TIE-INS**



**CREATE ONE-LINER & FULL-LENGTH
STORY**

Crafting your Personal Story

How to quickly make a meaningful connection.

