

Module 5: Creative power storytelling: Tips and tricks for expressing your Story

from

The Home Study Course: Giving Voice to the Voiceless: The 5 Step Part to Transforming Your Life and Business in Story

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The way you bring your personal Story to life depends not only on the actual words you say, but the way in which you express your Story. For this reason, having a creative storytelling mindset is so important for your Story and let's dive into why.

Why is a creative storytelling mindset important when introducing your personal Story?

Creative expression helps a story “stick” and is more indelible and easier to remember, which adds to its power. The more creative the storytelling, the more power you have to evoke emotion. Stories have the power to connect people in profound ways — to a common experience or idea. Through

creative expression, you can help others see and feel your own common experience or idea much more powerfully. Perhaps that connection is made because our emotions are fully engaged and able to process information in a different way. More recently, I've come to know, by creatively expressing my own story, that the act of sharing a story has tremendous power for both the storyteller and the listener. It's in the telling of the story, orally or in one of the many ways we have available to us in the digital space, that is also transformative. So take into account that when you are introducing your Story as part of your business or connecting with your ideal client, you establish this creative connection that allows your target client to see and feel what you see and feel.

Then, there is self-expression for its own sake. This is by nature, a creative endeavor. When you focus on expression for the sake of self-expression, you aren't bound and ruled by outcomes, money, or fame.

What are some techniques you can use to creatively express your Story?

We can see ourselves in Story, by the way in which you, the storyteller uses the following techniques:

Expression. Imagery. Gestures.

1. Expression.

Remember the old saying: "You'll never believe what happened to me..."

If you start out expressing your Story like this, what kind of reaction will you elicit from your audience?

And if you start out expressing your Story like this, what kind of reaction will you elicit?

Creative expression is basic to story and your message. But it can only be authentically conveyed with a good plot and narrative. This is why it is so essential for you to craft your Story. As a storyteller, you have a wide choice of emotions of how you wish your Story to be emotionally conveyed and received.

Do also take into account that emotional and creative expressions are also very different than the written expression. You need to express your Story using emotional expression, gestures and invoke imagery to lift your words from the page so people can experience your Story for themselves.

The bottom line is – you don't need to become an actor overnight to compensate for what you may perceive as your shortcomings. I'm not asking you to change your DNA overnight.

But do consider both emotional and physical narrative in your expression.

Workbook exercise: Think back to your Story and especially the turning point. What part(s) of your Story bring you intense and passionate emotion. Passion is a great ingredient for feeding your Story. Which parts of your Story naturally lend themselves to creative expression? How could you best honor that part of your Story? Which part of creative expression would work best? What kind of emotional reaction do you want to elicit from your audience and why? Take the time now to dialogue these questions to help you get clear:
