



Tell Your Story:

A Series of Prompts to Help You
Frame Your Own Journey
and Craft Your Own Narrative

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Whether in book form, in a speech, or in a series of social media posts, you've finally decided to tell your story. Wow, what a milestone you've reached! Vulnerability is immensely difficult, and you've arrived at a place where you're ready to share in a public forum.

I am often asked how I went about telling my story, and what advice I have to share with others.

Our stories are not often linear. Certain events fall into a natural timeline that tracks with age, but our emotional journeys can look more like twisting roller coasters than straight pathways. And it's possible you're not 100% ready to share the full breadth and depth of it yet.

So, where do you start? It begins with a blueprint.

I have not told my entire story—it will take writing a book to really share it. I have shared the blueprint or outline of the story and at times, in certain areas, I fill in more detail. I want to share the nuance, depth, richness of it—and that takes time.

I have learned a lot along the way as I've worked through my story on my own, with my loved ones, and then in public, and it has helped to think through its construction in a series of prompts (because after all, there's often nothing scarier than a blank page!). I've put together this guide to help you start the process of recording your own story. I encourage you to download this guide, and write down your answers in the spaces provided. Write the first draft without judgment, and then edit and iterate.

I cannot wait to hear your stories. Reach out on Instagram @ trishkendallspeaks, comment below, or email me at trish@trishkendall.com.

Trish



Purpose

Why do you want to tell your story? What is your purpose?

Like all great endeavors, there's a “why” at the heart of it. Why do you want to tell your story? And why now? What do you hope to accomplish with sharing your story publicly?

My personal mission is to inspire young women to achieve enduring success—non-transitory success—no matter their story, experience or circumstance—and to inspire the people who influence them.

Start with purpose. What's your goal, mission, or purpose for telling your story?



Audience

Who do you want to tell your story to?

This sounds like marketing-speak, but it's important to get very specific—who is your target audience?

My primary audience is young women between 18 and early 30's. This woman is on the way to defining her success. She is motivated to achieve personal and professional accomplishments, but for a variety of reasons, she may not believe she can become the most successful person she has ever known. Maybe she feels not quite good enough, strong enough, pretty enough, smart enough. Based on how the world defines success—being better than or having more than others—she may feel it's impossible to ever become the most successful person she knows.

The Persona

See how I've made my audience into a character, a persona? Like a novelist or fiction writer, imagine your target audience as a character. What does he or she look like? How old are they? What do they like and dislike, what motivates them?

Use the space below to bring your audience persona to life.



Message

What is your primary message for your target audience? What do you want them to do, or feel, or believe or know?

I want my audience to believe that she has the power to become the most successful person she has ever known, right now. I want her to feel that enduring success is choosing to give all your love and choosing to receive all the love others want to give you. You have the power to choose this. Nobody can give it to you and nobody can take it away.

What is your takeaway or primary message? Use the space below to write down your message.



Narrative

What story do you want to tell?

The answer to this question isn't one of fiction or nonfiction; rather, it refers to a thread that you want to weave throughout the story. My story could manifest into many narratives. It was critical that I write *my story*—so I had to answer: **What is the story that I want to tell:** Is this a story of redemption? A story of a sister's love? Is this a story about making millions of dollars from only having pennies? Is this a story about physical health transformation—going from needles in my arms to crossing the marathon finish line? Is this a story about a boy who never gave up on a girl?

In my late 30's, I first thought about sharing my story—the girl goes from poverty, drug addiction and no college education to a respected professional making six figures a year. I shared this story in small doses to select people. Had I chosen this as my story broadly, the message and nuances would be quite different than the story I share today.

On April 14, 2018, I knew MY story. That day I realized my storyline—that I had become the most successful person I know. I grew from a little girl whose ability to love and be loved was destroyed to a woman who learned that love is a choice. I realized that enduring success, true success, comes from choosing, each day, to embrace my innate boundless capacity to give all of my love and to receive all the love others want to give.

Write down your narrative ideas.

Insert blank pages into your workbook here if additional room is needed.



Tenets

Like many traditional books, I chose, within my “love” storyline, to create sub-parts that hit on my tenets and values: choice, commitment, trust, community, and love.

To help you refine your narrative, let's start with the smaller pieces: what are the tenets of your story? Do you have certain values or sub-parts that you want to highlight?

Threads

What are some possible threads and throughlines of your story? Could it be familial love? Tradition? A sport or a mentor that continually inspires you?



Refine & Iterate

Once you've spent time with the questions above, answer them again in a different way. Choose different tenets, different threads and throughlines.

How does that change your story? Does it change it for the better or do the changes make it unnecessarily complicated?





Thank you for allowing me to join you on part of your journey to your own enduring success.

I hope that you come back to this storytelling guide as often as you need. Remember: of all the markers of success, choosing to give all your love and choosing to receive all the love others want to give you is what will make you the most successful person that you can be. Congratulations on embarking on your own journey to telling your story. I can't wait to hear it.

With love,

Trish Kendall

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