

#impact

HOW TO BEST SHARE YOUR #impactSTORY

Best Practises and Recommendations on How to Tell a Story That Resonates.
Brought to you, with love, by your #impact Podcast team.

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The secret

For every great story

There is a secret to why some stories work and others don't. The ones that work, make the listener **FEEL** - feel with the person that is telling the story, relate to them, it triggers something within the listener that makes them connect.

This is how we go about when doing our research for the changemakers we feature on #impact Podcast. We always look for the **human side of the story** that listeners can relate to and we also **think of the audience** that will be receiving this message.

This is exactly how you have to look at developing your own story of impact.

Step by step

1. WHO are you sharing your story with?
 2. WHAT do you want to say?
 3. HOW do you want to say it?

+ *a Recording Exercise to tell your story in 90 seconds or less*

1. Who are you sharing your story with?

Audiences are different. So who do you want to reach?

Let's take #impact Podcast as an example. #impact is the perfect forum for those hoping to reach:

- Students and young professionals investigating purpose-driven career options.
- Professionals feeling unsatisfied with their current line of work and looking for fields of work with social #impact.
- People in purpose-driven lines of work looking to grow their knowledge and network.
- People looking for ways to give back themselves (volunteer, start working for an impact organisation etc)

2. What do you want to say?

This is the hard part, we know, because there is so much you want to share with your audience!

We recommend that for this exercise you focus on one core idea, one message that will make people FEEL. What message/story will drive listeners to align with your cause, your purpose and your vision?

Following are some questions that will help you design your #impactSTORY.

Ask yourself:

Why do YOU care about your mission?

- Was there a certain experience that made you realise you had to do something about this issue/cause/problem?
- Why do you keep doing what you are doing - (because let's face it - being a changemaker is hard!) Why did you start (working for) the organisation in the first place?
- Was there a particular moment you really put all your faith in it and went for it to set up your initiative.

THIS is what listeners will empathize with! You could also share one of the following tidbits with the listeners:

- What you LOVE most, what gives you goosebumps?
- What makes you happy doing what you do or what upsets you, concerns you, worries you.

And do not forget....

**YOU are the HERO of
this story.**

**This is your place
to SHINE.**

Make your story SHINE.

Talk freely and **from the heart**: that's what works best and makes stories resonate. Be your most authentic self. BE YOU.

I understand it's not everyone's cup of tea to share things about one's own experiences or feelings, so feel free to utilize some of the questions below as an alternative solution to sharing your story.

- Are there some **surprising or shocking facts** about your cause/your line of work that people should know about? Note: Sharing statistics can be really helpful! Please note, though, that if you use numbers/data, try not to use too many (it can be hard to keep everything straight!) Instead use comparisons, like the amount of waste is xxx tonnes, as heavy as....xx amount of firetrucks)
- **Can you share an example** where your work made a positive impact on a beneficiary (supported/helped/saved).

3. How do you say it?

YOU HAVE TO BE YOU. You have to own your story.

I had major fear of putting myself out there on the Podcast with my Austrian English accent, but guess what? That is exactly what makes me stand out now; I am not a native speaker, that I look for words now and then and that I allowed myself to be me. That is what people relate with.

So even when you have your script with your #impactSTORY ready, try not to perform it in any way. Stay your genuine self.

Obviously there is a learning curve! There will be a massive AHA moment when you listen to yourself in the recording for the first time (there was for me!)

Practise, prepare, and most importantly, be YOU.

TAKE A FEW MOMENTS

before you start the recording exercise. You might want to take some time now to think about what you want to say, what is at the core of your cause, **your one message** you like to share with the world why you care about your cause and others shall too, which example or experience or stats you'd like to share that will make other people relate and resonate.

RECORDING EXERCISE

For this exercise, RECORD your #impactSTORY in 90 seconds or less. Short and sweet is what we are looking for. So aim for 1 minute; you will most likely end up with more than 90 seconds of content anyway!

The key questions to build your story around: You really care about your cause but **WHY SHOULD WE CARE?** How do we start caring, helping and doing **TODAY?**

Don't forget: make your listeners FEEL! Make your story PERSONAL, RELATABLE, AUTHENTICALLY YOU.

SHOW (RECORDING) TIME!

Let's get you set up for recording

What type of device do I need for my practice recording (equipment)?

Practice simply by using your phone! Here are some Apps that we find useful.

- Iphone: There is a native app on your iPhone called Voice Memo, and really easy to use. Here some other Apps to check out <https://techwiser.com/best-voice-recorder-apps-for-iphone/>
- Android: Check these Apps for Audio Recording <https://www.androidauthority.com/best-voice-recorder-apps-for-android-615332/>

SHOW (RECORDING) TIME!

Set Up: Where to record?

- A quiet setting is always best to eliminate distractions. For this short recording it does not matter if there is an echo in the room or some background noise. Ideally it is quiet enough for you to focus on the recording but if you like to sit down in a park, you can do that too. Just be mindful of possible noise and interference around you.
- If you are in a very quiet room, you can place the phone next to you on a table, with the microphone facing you. Do a test recording, (simply say 1,2,3) and then listen back to the recording to determine how clear your audio is (and if you are sitting too close or too far from the device)
- If you are outside or if there is some background noise you can hold the device near your mouth (not too close!). Having some minor background noise does not matter, please just make sure that we can hear your clearly.
- **No matter where the phone (=microphone) is placed, speak in your normal tone of voice.**

RECORD YOUR MESSAGE ONCE!

Yes, just one time!

And one last thing! Yes, you will be speaking in a microphone (=your phone) - but **there are actual people out there listening**. Before you hit record, **picture one person you want to connect with, a person you know and love**, look them in the eyes. Talk to that person. Maybe it's a good friend, your mum, whoever would make you feel comfortable. That person is not with you in that moment, but I assure you, it will be that person that will be one of the first ones to listen when you decide to publish it.

RECORD! 90 seconds only.

NOW LISTEN

...to that very first recording.

- From my experience, your first recording might be way too long. Don't worry. **Tighten up your story.** Take out words you repeated too many times or unnecessary transition words. What is not essential to your story? Narrow it down.
- Aside from the time constraint, I know the most painful part of this exercise is listening to your own voice. Most people hate the way their voice sounds.

One life-changing tip: Just get over it! :-)) You sound like you, and that's perfect!

But there are a few things we can improve: such as eliminating those filler words and sounds (ahhhh, mmmh, so, like, etc.) now that you are aware of them. Just listen and you hear where you got stuck, where you took an awkward pause, where you sound like you are rushing. **Now record again.** Repeat this a couple of times and you will notice that you get more comfortable at recording and listening to yourself.

Already sound amazing? YAY! [CLICK HERE TO RECORD & SUBMIT your 90 second #impactSTORY](#) to [#impact Podcast](#). Still want to practise some more? Keep reading.

Additional Practice

- Try sharing the same message with different emotions. Remember an experience that made you really happy...then record. Now remember an experience that made you really sad...then record again. How do you want the listeners to feel? **Put yourself in their shoes.** Do you want them e.g. to get excited about your cause, then you should share that excitement. Make them feel with you. Whatever you want them to feel, **you have to feel it too.**
- Play the recordings to a friend and ask them which one they feel is sounding most authentic. Do not get discouraged if/when they give you constructive feedback that you might not expect. Really listen to what they have to say, and think about their suggestions.
- Now listen to all of your recordings one more time. Which one resonates most with you? Go with your gut. **Do you want your #impactSTORY to be featured on #impact Podcast? Keep reading.**

CONGRATULATIONS!

You can now share this story with your own community by adding the audio file you just recorded to your website or to a blog post.

You have just given your organisation a voice - your own authentic, unique voice, telling your story in 90 seconds or less!

Well done, you!

If you want your #impactSTORY to be shared on #impact Podcast you can do so by recording and submitting your #impactSTORY at <https://www.speakpipe.com/makeanimpact>

ANY QUESTIONS?

Or comments?

Reach out to us!

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Follow our journey at www.hashtagimpact.com

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