

**Using  
your  
story  
to**

**Help Others**



# How to INSPIRE others with YOUR STORY:

- START BEING MORE VOCAL & VULNERABLE IN YOUR POSTS, CONTENT, ETC.
- REFLECT ON YOUR EXPERIENCES (NOTABLY PAST STRUGGLES) TO DETERMINE HOW YOU CAN ILLUSTRATE A MESSAGE
- LEARN FROM OTHERS (LISTEN TO TEDX TALKS + INSPIRATIONAL PODCASTS)
- MAKE OTHERS THE HERO OF YOUR STORY: AUDIENCES WILL IDENTIFY WITH OTHER PEOPLE
- FOCUS ON YOUR LESSONS LEARNED RATHER THAN ACHIEVEMENTS

# How to EMPOWER others with YOUR STORY:

- SPEAK & ACT WITH HONESTY  
(AT ALL TIMES)
- UPLIFT OTHERS AND  
COMPLIMENT THEM WHEN YOU  
GENUINELY MEAN IT
- SHARE AND SUPPORT CONTENT  
FROM CREATORS THAT YOU  
LOVE. THE ENERGY YOU GIVE  
WILL COME BACK TO YOU.
- MAKE IT PERSONAL,  
MEANINGFUL, AND MEMORABLE
- ALWAYS TRY TO COLLAB AND  
SUPPORT STORYTELLERS OF  
COLOUR
- STORIES OF PAIN & STRUGGLE  
CAN ALWAYS BE TURNED INTO  
SOMETHING UPLIFTING +  
EMPOWERING TO OTHERS

# How to HELP others with YOUR STORY:

- LESS "I" + "ME;"  
■ MORE "YOU" + "WE"  
(YOU WANT TO HELP OTHERS,  
NOT YOURSELF!)
- BE AUTHENTICALLY ENGAGED  
■ WHEN YOUR AUDIENCE ASKS  
■ QUESTIONS
- START WITH BIG IDEAS THAT  
■ NEED TO BE ADDRESSED
- CONTRIBUTE TO BLOGS,  
■ COMMUNITY-DRIVEN SITES, AND  
■ FORUMS WITH YOUR  
■ PERSPECTIVES
- USE EFFECTIVE PLATFORMS  
■ STRATEGICALLY  
(I.E. TWITTER, MEDIUM, THRIVE  
■ GLOBAL)

# Why you should share YOUR STORY:

- YOUR STORY IS UNIQUE, VALUABLE, AND MORE POWERFUL THAN YOU REALISE
- YOU LIGHT A PATH FOR OTHERS TO FOLLOW (EVEN IF YOU'RE NOT AWARE OF THIS)
- YOU BRING KNOWLEDGE & AWARENESS TO THE TABLE
- SHARING IS THERAPEUTIC
- YOU BECOME MORE RELATABLE AND MORE HUMAN (BECAUSE SOCIAL MEDIA IS TOO COOKIE-CUTTER PERFECT)
- IT'S GRATIFYING TO KNOW THAT YOU IMPACTED EVEN ONE OTHER PERSON IN THE WORLD

# Best RESOURCES:



## TEDX TALKS

### PODCASTS:

- 
- THE BUSINESS BABE
  - WANDERLEARN
  - BLOGGING BREAKTHROUGHS  
W/ FAITH MARIAH
  - EXPANDED PODCAST W/  
LACY PHILLIPS
  - STUFF YOU SHOULD KNOW
  - THE MICHELLE OBAMA  
PODCAST

### YOUTUBE

- 
- ANNA AKANA
  - HER.ATLAS
  - TAYLOR SWIFT (DUH)
  - RACHEL PEDERSEN
  - JUSTIN WILLMAN

ALL THE PEOPLE LISTED ABOVE HAVE USED THEIR ONLINE PRESENCE TO HELP, INSPIRE, AND EMPOWER OTHERS. BE MORE LIKE THEM.

"Your story is what  
you have, what you  
will always have.  
It is something to  
own."

– MICHELLE OBAMA

