



CO+OP Ministry
Conference™
Together We...Transform



The World Needs Your Story: Crafting Testimonies & Talks that Change Lives

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Free reports/notes - Free 20 Minute Coaching Call

WorkwithArlen.com/texas24

The Power of Personal Stories

2 Corinthians 1:3-4 ESV Blessed be the God and Father of our Lord Jesus Christ, the Father of mercies and God of all comfort, (4) who comforts us in all our affliction, so that we may be able to comfort those who are in any affliction, with the comfort with which we ourselves are comforted by God.

7 Keys to Effective Public Speaking

Key #1: "You are here to benefit the audience."

Key #2: Craft a roadmap or outline with a destination.

Key #3: Fill in the outline with stories, illustrations, definitions, content, and answering questions.

Key #4: Act confident with PRESS.

Key #5: Have a conversation with one person for one sentence.

Key #6: Pause and speak with enthusiasm.

Key #7: Grab attention and finish strong. The first line grabs attention. The last line sticks and impacts.

My Big Takeaway / Action Step: _____

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Crafting Your Stories for Maximum Impact

Step #1: Choose an experience.

| | |
|--|--|
| | True. Impactful to you. Experiences/emotions people can relate to. |
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Step #2: Use a speech formula.

1. **Tell a story. Make a point.** Or make a point and tell a story.
2. **Question. Story. Answer.** Pose a question. Tell the story. Answer the question with the story.
3. **Lesson learned.** Tell the story and share three lessons or truths.

Example: Parable of the sower.

4. **BC-WC.** What was your life like before Christ? How did you meet Christ? How has Christ changed your life?
5. **Verse. Explanation. Story to illustrate.**
6. **Call to action story.** Tell the story (90 seconds). Give a call to action and a reason why.
7. **Bible Study Formula.** Here is the truth. Here is what it means. Here is how it applies.
8. **Social media.** Hook. Ride. Payoff.

Step #3: Craft the story.

| | |
|--|--|
| | <ul style="list-style-type: none"><input type="checkbox"/> Who are the character(s)?<input type="checkbox"/> What is the main character's goal or problem they are seeking to overcome? (Conflict)<input type="checkbox"/> What is the journey or struggle?<input type="checkbox"/> Who or what is the guide?<input type="checkbox"/> What is the turning point and what/who caused it?<input type="checkbox"/> What is the resolution? <p><i>Make someone else, a truth, God, or a process the hero of your story.</i></p> |
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My Big Takeaway / Action Step: _____

