

CREATE YOUR SIGNATURE TALK

Week 1: Introduction to the Process

Clear. Simple. Memorable.

Before You Begin

What you have to say matters.

“A lot of people don’t realize they have the potential to be a storyteller... Do not assume your story, memory, event, or perspective is too small to matter. Everyone has a story to tell or something to share that is of value to others.” — Amy Greer Thompson

Take a moment... breathe... and remember:
You don’t need to be perfect.
You just need to be clear and real.

PART 1: CLARIFY YOUR MESSAGE

What is something you care deeply about? (A lesson, experience, or truth that has impacted you)

What is ONE thing you want people to remember? (If they only remember one sentence... what would it be?)

PART 2: MAKE IT MEMORABLE

The brain remembers Stories, Images, and Experiences

STORY (Narrative): What personal story or moment connects to your message?

IMAGE (Visual): What picture or metaphor could help people “see” your idea? (Example: “Stress is like too many tabs open in your brain”)

EXPERIENCE (Action): What is one small action people could take?

PART 3: BUILD YOUR SIMPLE STRUCTURE

OPENING (Invite Them In): How will you begin?

KEY POINTS (1–3 MAX)

Point 1:

Point 2 (optional):

Point 3 (optional):

CLOSING (Make It Stick): What is your final sentence? The ONE thing you want them to remember

KEEP IT SIMPLE

Clear is kind

Less words = more remembered

Say one thing well

REFLECTION

What felt easiest for you in this process?

What felt most challenging?

What is one step you will take before the next session?

You don't need more to say.

You need clarity in what you already carry.

Say less. Mean more. Make it stick.