



Everybody has a story.

# Get Power and Profit from Sharing Your Story

AN EBOOK FROM  
CLANTON COMMUNICATIONS, LLC

# Get Power and Profit from Sharing Your Story

A Free EGuide from Clanton Communications, LLC



Dear Friend,

If you're ever heard me speak you know that I almost always say something about my divorce experience. That's not because I want sympathy or think I'm the only woman in the world to have gone through a difficult divorce.

I talk about it because my divorce forced me to do things I never thought I'd be able to do... to survive moments I previously thought would be impossible to survive... and to emerge as a better and stronger version of myself. And, as I wrote in the first chapter of my book, *Sparkle In The Rain*, my divorce helps define me, it's a vital part of my story. And I share that part of my story in hopes of helping others get through their own moments of difficulty and to help them get the life they deserve.

But enough about me, let's talk about you...

## What's YOUR story?

Everyone has one. In fact, Maya Angelou is quoted as saying that "there is no greater agony than bearing an untold story inside of you." The challenge can simply be in uncovering and developing it.

If you've ever felt as though you didn't have a story to tell or that your story wasn't worth sharing, this eguide is for you. Please read this carefully. It is my hope that the material here will help you harness POWER and reap the PROFITS hidden right there in your story.

## 5 Tips for Sharing Your Story

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**Don't be SELFISH.** Someone is struggling with a problem what you've already overcome. Someone is searching for what you've already found. Someone needs to laugh or be inspired just by the story buried inside of you. It's not selfish to talk about yourself, it can be healing – both for you and for the person reading your story. So don't be selfish, someone needs to hear from you.

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**Reveal the TAKEAWAYS.** Every good story has a few takeaways or lessons learned. So, as you're writing or telling your story, you'll want to include what you learned from the experience you're writing about... how the experience make you feel... what you found humorous about it... what you would do differently next time... what made your heart sparkle and what brought you the most joy. These are just a few of the messages embedded in every good story and you'll want to be sure to share them in yours.

**O****Share ONLY what you want to share.**

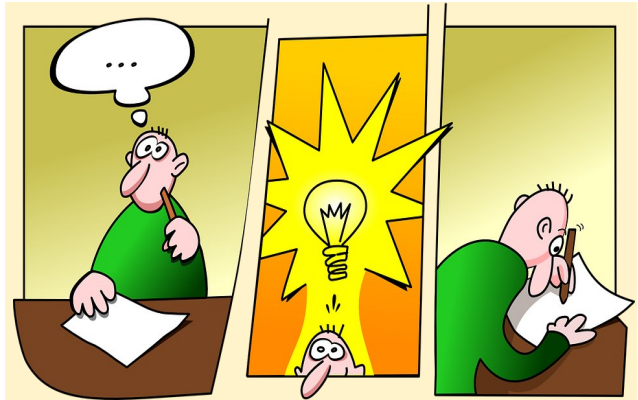
Many times we worry about “telling all of our business” when we share our stories. I understand. There are parts of my story that I will never share publicly and the same should apply to you. When deciding what to share, you should consider your audience. What will be most interesting, inspiring, humorous, or important to them, and let that be your guide. In any case, remember that it is your story; you decide how much of it you want to share.

**R****RECOGNIZE the value in the simple**

**things.** I’ve spoken with people who worry that their story isn’t “big” enough to warrant being shared because it isn’t centered around a particularly life-altering or super dramatic event. Nothing could be further from the truth! Some of the stories in our recent anthology, *Living In The Key of Joy*, were very light. Those stories centered around things like positive relationships, trips, sentimental objects, goals reached, and fond childhood memories, but they weren’t any less powerful than those that revolved around more serious topics. Please know that your story doesn’t need to be “deep” to be engaging or effective.

**Y****Your story is YOUR story and no one can tell it like you.**

So don’t ever feel as though your story has already been told. That’s one of the biggest mistakes you could make. Someone may have experienced joy, pain, happiness, or disappointment that is similar to yours, but no one experienced it the same exact way you did. Your story is as unique as you are. No one can tell your story like you can.

**“THAT could be your story!”**

Take a few moments now to think of one incident that was memorable for you.

Maybe it was the birth of a child, the death of a friend, a special trip, a hobby you found, weight you loss, a new adventure, you get the picture.

Whatever that incident is could very well be the basis of a story ready to be shared.

Remember, every story doesn’t have to be super tragic or earth-shattering. It just needs to be authentically yours and written clearly enough to inspire, entertain or encourage someone else.

**NEED HELP?**

Reach out to Gail at [Gail@gailclanton.com](mailto:Gail@gailclanton.com) to get the help you need to share your story.



Did you realize that the five tips spell the word “STORY”? Clever, right? I love words and writing, so things like this tickle me! You too? OK, maybe it’s just me. LOL!

**So, Where is The Power and The Profit?**

Excellent question! The power is in the details of your story and the profit is in your ability to share them. Let me briefly explain....

Writing your story can be therapeutic and there is great power in that. You'll find yourself uncovering and working through memories and emotions you thought you'd already released. Suddenly your burdens will feel lighter and your confidence level will soar. You will feel fantastic! And you'll be so powerfully proud of the fact that you can cross "writing my story" off of your bucket list and replace it with a big **"MISSION ACCOMPLISHED!"**

Writing also bestows you with the power of credibility and authority. As a published author, you and your story will be taken more seriously and you'll be respected as the expert you are.

**Did you know that your power is contagious?** It is! Once people meet you and get an idea of what you offer, you'll find that you are the answer to someone else's prayer. Or the smile someone needs on any given day. Or the motivation someone needs to simply keep going.



And that same story will boomerang back to help YOU create the business, the home, the income, and the life you and your loved ones deserve.

One client told me that writing her story was "life-changing" and she didn't want to keep the details of her experience to herself. So she shared her story in our anthology and before she knew it, she was making money from it! You can do the same thing. **You can PROFIT from your story.**

**Someone wants to read your story** — so write a book or join other writers in an anthology project. Then sell the book for profit.

**Someone wants to hear your story** — so market yourself to get paying speaking engagements.

**Someone wants to learn from your story** — so create a course or a business based upon it and charge for your expertise.

The possibilities are endless and with each comes an opportunity to not only influence the lives of others, but to make money while doing so. It all starts with capturing the essence of your story.

You have a story inside of you and, as author Brene Brown says, you should "tell your story with your whole heart!"

**Need Help?** At Clanton Communications, LLC we have the experience and resources needed to help you identify, develop, and share your story.

Just email me directly at [Gail@gailclanton.com](mailto:Gail@gailclanton.com) to learn more. Together, let's tell the world your story.

Wishing you joy,

*Gail Clanton*

