



**Jason Reid's**

# *Turning Stories into Cash*

For Professional speakers

	<b>BIG STORY</b>	vs	<b>SMALL STORY</b>
<b>Description:</b>	Dramatic, high stakes, unique or exceptional, possible celebrity involvement		Relatable, real-world application, clear and relevant message.
<b>Example:</b>	"Rescued Taylor Swift and 17 puppies from Mt. Everest."		"I faced this problem, screwed up and learned this uncommon insight."
<b>Great for:</b>	Branding, Bio. A signature story style keynote.		Using throughout your talk. This story is great for illustrating points of insight, wisdom, or new ways of thinking.
<b>Monetary Value:</b>	High, particularly for getting bookings when you're unknown or securing high-paying keynote bookings.		Potentially high, particularly for securing repeat business. If you can show you can create these types of stories people will want to use you again. Information and insight are important, but when you combine them with being able to relate on an emotional level with the audience, it increases your value significantly.

# Who is the Story About?

## A relative value guide

Regardless of what stories you use, they need to be engaging and have some sort of message or takeaway for the audience. That being said, some stories will increase your monetary value more than others:

### Hypothetical Stories

**Description:**

Stories that didn't happen, but could. The characters are typically imaginary and generic.

**Monetary Value:**

Low. These stories can be useful but don't actually connect to you or your brand.

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### Celebrity Stories or Case Studies



**Description:**

These are stories that don't involve the speaker, but are based on real people or events.

**Monetary Value:**

Medium. There is value to these stories as they provide a real world insight, but they often don't connect personally to the speaker and are not a reason to hire him or her.

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### Stories Where You are the Observer



**Description:**

These are based on real incidents that you personally observed, or where you spoke directly to the people involved. You may not be the person with the problem or the solution, but you have a personal connection that allows you to formulate a useful insight or message.

**Monetary Value:**

High. Your connection to the story allows you to choose the relevant details and a message that's uniquely yours.

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## Stories That Involve You Directly

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### Description:

These are stories where you're either the person dealing with the problem, or a person coming in to help solve the problem.

### Monetary Value:

Very High. This is a story you can truly take ownership of as you have a perspective that no one else has. Remember, you still need to make it engaging and have a clear, consistent message.

### Drawbacks:

Telling too many stories where you come across as "the hero" can become boring or suggest egotism. Mix stories up and put the emphasis on your message or insight as the true "hero" of the story.

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## Stories That Involve the Audience

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### Description:

This a real-life story that may start with you or another character, but involve a multi-stage mystery or problem that the audience is asked to help solve. This solution is then compared to how the problem was solved in real-life.

Feel free to use your creative juices to adapt this type of story to your own needs.

### Monetary Value:

A potential jack-pot of repeat bookings. People love a mystery and vividly remember stories where they were actively engaged. This includes people who may be in a position to hire you in the future.

### Drawbacks:

You can actually lose the attention of your audience if your story isn't sufficiently engaging. Pick a story or topic that you know most of your audience will find interesting and fun.

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### ***Want more help?***

*If you're looking for help with your story, content or your marketing/positioning as a speaker, you can book a free 20-minute zoom session with me at [www.jasonreid.org](http://www.jasonreid.org)*

*Get in touch at [jason@jasonreid.ca](mailto:jason@jasonreid.ca)*