

WEALTHY SPEAKER U

CATAPULT YOUR SPEAKING BUSINESS

with Jane Atkinson



Hello Steve,

The ability to tell your story is a skill that every speaker should develop. It involves examining your past to understand how it has led you to the present; picking through the minor details to find the truly transformative events that have led you to where you are today.

There are many marketing benefits that come from learning to tell your story. For example, my client [Kindra Hall](#) talks about using story as a sales tool, and [others agree](#), saying that "Story is your ultimate currency. This is why people buy your message, or buy your product, or even hire you to do a job." Learning to tell your story can also help you embrace your past so that even your failures are viewed as important steps in your journey. A well-told story can make you relatable and help you connect with others.

Whatever your motivation, I urge you to think about your story today and how you would tell it. I'll get you started by sharing my own. [Click to Tweet](#)

The Journey of a Speaker Launcher

Many of you probably don't know this, but I actually started out as a waitress.

It's true.

After college, my main career aspirations were to travel the world and have fun. This led me to many seemingly random jobs: I worked on cruise ships, at ski resorts and held several temp positions at accounting firms, national airlines, and 3M Canada. During the day, I would watch business people climb the corporate ladder, uninterested in following that path, and at night, I worked as a bartender and waitress.

As I reflect on my journey, I am grateful for the successes, the failures, and the amazing mentors I had along the way, including Betska, who transformed my career by sending me to my first convention. When I look back on my past, I realize I have come a long way: from a waitress who lacked direction to a coach who is finally living the life of her dreams. I purchased my dream house on the river with my fabulous husband John, I get to travel to cool places, and I have an amazing career that lets me meet motivated speakers and push them toward success.

By examining your own story, you can also connect all the dots between your past, present and future. It can help you find peace of mind and also help you sell yourself to the next big client. **Are you ready to tell your story?** [Head over to my website and share with the community.](#)

See you soon Wealthy Speakers!

PS: We started our newest Accelerate Your Business course last week, but there's still time for you to join! If you are ready to live the life of your dreams and have the speaking business you desire, click [HERE](#) to join us!

Jane Atkinson
Speaker Launcher