

STAGE TO SCALE

#WHYSTAGES WORKSHOP



# THE STORY BRAID

YOUR MESSAGE MATTERS

The 4-Part Framework  
For A High-Converting  
Signature Talk

**“The Signature Talk is the GREATEST Marketing Tool you have in your Toolbox.” - PETE VARGAS**

**Use this simple framework to create your Signature Talk and increase the impact you have on people’s businesses and their lives.**

 <b>OPENING HEART</b>	
 <b>HEAD - CONTENT</b>	
 <b>HANDS - CALL TO ACTION</b>	
 <b>CLOSING HEART</b>	

# I WANT TO HEAR YOUR STORY!

Your message matters and I want to hear your story! So we are introducing the "Story Braid Challenge"! I'd love for you to film your 3-minute talk and share with us. From all of the talks submitted, we are going to pick at least one winner **who will get to go to our \$9,800 Signature Talk Execution Workshop, for free.**

They happen every single month in Milwaukee, and Pat will coach you just like he coached me. **And even better, we're going to include all of your travel expenses; your flight, your hotels, and even your meals.**

## HERE'S HOW TO SHARE YOUR TALK!

1. Use the Story Braid to outline your 3-minute Signature Talk. Anything over 3 minutes will not be eligible to win.
2. Film it on your phone (it's never been easier!)
3. Upload your video to Youtube, or your video sharing service of choice. It must be a public video that we can access through a URL. Not sure how to upload and share? Inside our Facebook Community Announcements, there is a short tutorial. [Click here](#), and see the post with: Have questions about how to upload your video?
4. Share the public link in the comment on this page by Friday, November 1st at 11:59 pm PT. It must be shared on this page to be eligible to win.

Nervous? I understand. I took this first step too. We even **uploaded my talk** in our Community, so you can see how awkward I was! (This is also a great example of how to structure your 3-minute talk). [Click here](#) to watch it.

But the system we are sharing with you is what helped me go from the guy on the left...to the guy on the right.



I can't wait to watch your 3-Minute Talk!