

Sharing a Story

Which do you find easier to remember: a story someone has shared with you, or a list of facts? Some people may have different ways of experiencing, but most would say that a story is easier to remember. For most people, a story is also a lot easier to recount in detail at a later time.

In ages of higher human awareness, all information from generation to generation was transmitted orally in the form of stories, or oral history. Great epics from India, for example, such as the Bhagavad Gita and Ramayana contain deep spiritual teachings clothed in allegorical stories.

Remembering information in the form of a story has also been proven by psychological studies to be a successful technique for memorization. Therefore, if someone can remember the story described in your vision—such as the details of what it took for you and others to get there, and where you want to go in future—they are more likely to be able to remember it and share it later.

Moreover, if your story is inspiring to people and relatable to their life, they are even more likely to share. Whether by word-of-mouth or online, people will be happy to share it with friends because they identify with it as a part of their deeper self. When people take part in sharing your story, they feel an almost personal connection with you, simply by the nature of their interest in what you have in common.

The envisioning exercise provides the beginning to your story: why you are determined to give intense energy to sharing. And because the why is based on inspiration, it is the most magnetic part of your story.

The people who are likely to have a vested interest in your story, and who are most likely to become your supporters over time are those who share a similar why—a similar driving force in their lives. Connecting with people who share your ideas and values is a way to build relationships and gain support.

Others who hear your story may be inspired by the fact that they, too, want to travel the same path as you, but haven't yet felt ready. They hope to try one day as you did, to set out from scratch, and gradually build courage as they make the climb to success.

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PRACTICE EXERCISE:

Practice writing the story of how you began your journey, leading up to where you are now:

- How did your endeavor come to be?
- What inspired you to begin? Was there a significant change in your life? A turning point?
- What do you hope to bring to the world with the success of your endeavor?
- Who helped you in the process? In other words, who are the main characters?

Give your story a beginning, middle, and end. Add details, but not just rote facts. Include the feelings, and what the experience has been like to arrive at where you are standing now, and what it will feel like to arrive at where you hope to go.

Note: Later on, you can place this story on your website, into a video, in a fundraising letter, and so on. Whatever you can do to share it with others who will find it inspiring, and begin to cheer for your success.