








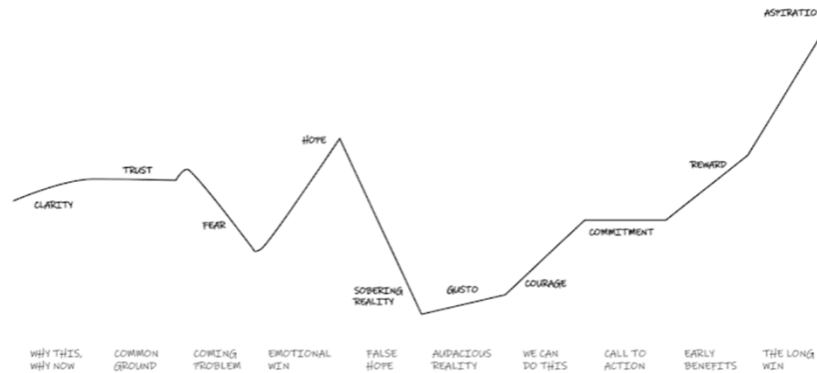


	Aspiration Why now? Purpose	
My BIG Idea		
	Clarity	

9/16/2020

 1 Trust Common ground	 2 Fear Coming problem	 3 Hope Emotional win
 4 Sobering Reality No false hope	 5 Gusto Audacious reality	 6 Courage We can do this!!!
 7 Commitment Call to action	 8 Reward Early benefits	 9 Aspiration The long-term win

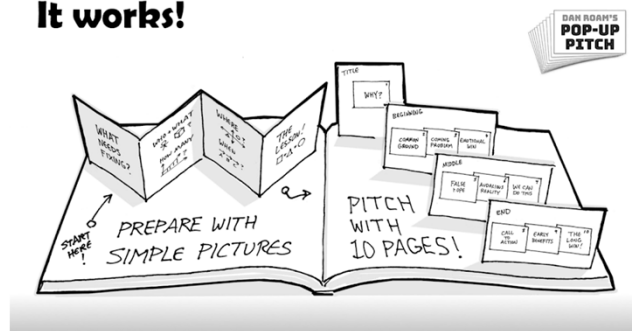
It's **THE** emotional journey that persuades because of real hope.



9/16/2020

Inspiration and Free Reference










It works!



- Recording of the March 13, 2020 SXSW live webinar: Kickoff of THE POP-UP PITCH!
 - Understand the breakthrough 10-page storytelling pitch template
 - <https://www.napkinacademyschool.com/learn/course/external/viaw/elearning/144/sxsw-book-launch-recording>










9/16/2020

	<p><i>Aspiration</i></p> <ul style="list-style-type: none"> • Use storytelling technique to telling your compelling story • Create a one-pager • Prepare for upcoming speech, workshop, contest 	
	<p>Your next speech/ workshop in 10 steps</p>	
	<p><i>Clarity</i></p> <p>Simple to do</p> <p>Easy to carry, to update, to refer to</p>	
9/16/2020		

<p>Trust</p>  <p>If you are like me, you may feel overwhelmed when starting to write a speech or prepare a workshop from scratch.</p>	<p>Fear</p>  <p>Not connecting with the audience, not providing the right information, not being engaging enough Not creating a memorable experience for the audience</p>	<p>Hope</p>  <p>Imagine if there was a simple 10-step process to create a story inspired by a world-renowned book author. Process can scale up, scale down</p>
<p>Sobering Reality</p>  <p>The 10-step process is simple but not necessarily easy</p>	<p>Gusto</p>  <p>Let's give it a try together with a blank piece of letter-size paper</p>	<p>Courage</p>  <p>Let's do it together right now to see how simple it can be!!! Watch the video or refer to the 10-step storytelling pitch under handout when necessary</p>
<p>Commitment</p>  <p>Are you ready to give it a try? Take your piece of paper, create two perpendicular thirds to create 9 folds</p> <p>9/16/2020</p>	<p>Reward</p>  <p>Look at the paper in your hand, with the third-fold marks, if we had more time you could add content in this manner</p>	<p>Aspiration</p>  <p>Now you have a piece of paper that you can update when the inspiration takes you either in a linear or non-linear manner. Scale up or down even to a 2-min tip speech</p>

	My Title	

9/16/2020

1 Trust		2 Fear		3 Hope	
4 Sobering Reality		Gusto		Courage	
Commitment		Reward		Aspiration	

9/16/2020