



The 5-Step Strategy  
*to*  
Shape, Share, & Sell  
Your Story to the World

**SHARE**

*Your*

*Story*

**Share Your Story:**

**The Five-Step Strategy to**

**Shape, Share, and Sell Your Story to the World**

By Claire Diaz-Ortiz

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**SHARE**

*to*

*Sell*



# Introduction



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We all have a story. Whether we know it or not, we've all been somewhere, done something, and lived to *be able* tell an extraordinary tale that can change the lives of others. Whether we *are* telling that extraordinary tale (let alone telling it well), is another matter entirely. That's what this book, and its accompanying course, are all about.

In *Share Your Story*, you will learn:

- That you have a powerful story inside you (whether you realize it not)
- How to spread this story to the world in a powerful way that honors your story *and* your particular strengths
- The key ways that sharing (and selling) your story can become a new career or professional path

I'm a fan of using acronyms to serve as foundational frameworks for the change work we do in our lives, and learning to share our stories in a powerful, life-changing way is a perfect example of such change work.

In the course of this ebook, and in the accompanying course, I'll be working from a model I've developed to help you share your story. That framework is developed on a simple, familiar phrase: SHARE.

The SHARE model will be the guiding light and framing means by which we move forward. Let's look at how it breaks down.

## **S: Story**

### **What is Your Story?**

## **H: How**

### **How to Share Your Story**

## **A: Audience**

**How to Identify Your Audience, and Find them Where They  
Are**

## **R: Reach**

**How to Reach that Audience with Your Story**

## **E: Excel**

**Moving towards Excellence**

Finally, I want to encourage you to remember something important.

Even if you aren't sure at this stage that you want to monetize your

story or turn the sharing of your story into a professional step or

potential career, it is essential to build the groundwork to make that a

*possibility* in the future. For that reason, the recommendations in this

book are tailored for that aim. Luckily, none of these recommendations

takes away from the primary purpose: to use your story to change the lives of others. (Money or not.)

## Step 1: S (Story)



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Here's my story.

Or, at least, one of them:

I went to Kenya to climb a mountain.

It was the end of 2006, and I had spent the previous nine months on a dreamed-of adventure: traveling the world, and writing about it. In nineteen countries, I did exactly what I wanted to do – and nothing more.

I trained for my first marathon on a two-week cruise across the Atlantic and skydived in South Africa. I trekked to the base camp of Mt. Everest. I spent months on Indian beaches, and fulfilled one long-held dream when I boarded the Transiberian Railroad in Mongolia, bound for Moscow. (It was dusty, though, and a day later I jumped off. I flew the

rest of the way.) I read 100 books, and no one batted an eyelash. I lived for myself, and for no one else.

Kenya was the last stop on my tour and despite my poor experiences with altitude sickness on Everest I was dedicated to climbing Mt. Kenya. When the friend of a friend recommended a cheap guesthouse near the base of Mt. Kenya where I could stay the night before starting the trek, I gladly accepted. The fact that the guesthouse was owned by an orphanage was immaterial; I just needed a place to sleep.

The day I was set to make the four-hour journey to the guesthouse started out all wrong.

I was taking tea in a Nairobi garden when a truckload of Kenyan teens pulled up in yellow van, telling me to get in back. They were orphans, I found out, and in the typically over-the-top hospitality I would come to

learn that Tumaini Children's Home is known for, they had been sent on an eight-hour round trip to bring me to my lodging for the night.

I climbed in back, wary that things were already getting significantly more complicated than I had bargained for. I just wanted a place to sleep. I wasn't looking for a dozen new friends, let alone of the orphan variety.

By the time we arrived at Tumaini Children's Home in Nyeri, Kenya I was famished. Our lunch of biscuits at a roadside gas station – although ideal for the nausea-inducing roads — had done little to curb my appetite. When the teens asked me if I wanted to have lunch with the church elders (the orphanage stood on the ground of a Presbyterian church), I jumped.

It was in the middle of the lunch that something changed. Maybe it was the little girl I glimpsed weeding the orphanage gardens with a smile as wide as Oklahoma, or the bright-yellow sun on the grassy lawns, or the milk tea and food in my belly. I asked to use the restroom, and was taken to a spotless room where a mirror hung above the sink.

And as I looked in that mirror, I vividly remember the way I felt my life was about to change.

After my first day with the children, it was screamingly clear to me that I wouldn't be doing any mountain climbing, and that my 2007 would be radically different than my 2006.

Nevertheless, I resolved to fast on the decision.

Grabbing a bible and heading to the orphanage guesthouse, I resolved to read the whole thing (I'm a fast reader, I reasoned) – and not eat a thing – before coming to a decision. I fainted somewhere in Leviticus. Luckily, I had my answer.

After a church elder dragged me to the hospital and back (I'm a bad faster, apparently, and not quite as speedy of a reader as I imagined), I was raring to go.

Or stay, really.

But first, there was Christmas.

Set to return to Mexico for a family Christmas, I knew I needed to settle

my future at the orphanage first. When I asked the church and orphanage elders if I could live there – for six months? For a year? – they assented. When I asked them what I should do (beyond nose wiping and song singing), they said that I should run.

I had run my first marathon the year before, and was eager to try my hand at another in Africa. Kenya had a perfect one – the only one in the world in a wildlife reserve – and if I were to live in Kenya for a spell it'd be a great thing to train for. The kids at the orphanage, on their end, were desperate for extracurricular programming. (As orphan care experts can explain, once the basic needs of food and clothing and beds and schooling are met, it's easy to forget how important nourishing activities can be in helping to develop traumatized children into healthy adolescents. Yes, they are no longer starving, but, no, the work is not done.)

Specifically, the children yearned to run.

Although the kids called me “coach” (and even Runner’s World Magazine did, for a spell), that was never true. I may have bought the glucose (think Gatorade mixed with dirt and you’ll get a close approximation) and brought the shoes, but I ran five times slower than the average 6-year-old Kenyan child, and never knew where I was going.

That year turned out to be one of the most important years of my life, and many a life-changer came my way.

I became an accidental social entrepreneur when I co-founded a nonprofit organization – Hope Runs – to extend the benefits of athletic programming and educational scholarships to children in AIDS orphanages in the region.

And one of those runners stole a special place in my heart. I've been a guardian to Sammy since 2009, and recently published a memoir, [Hope Runs: An American Tourist, a Kenyan Boy, a Story of Redemption](#), about our lives together.

Oh, and I also started doing a little thing I like to call tweeting.

I had joined Twitter on my brief stint home for Christmas, but Kenya was where I learned to use it.

Many a night you could find me, wildly waving my cell phone above my head on the roof of the orphanage, trying to catch a spare cell phone bar. Connecting my bluetooth dongle to my cruddy red-dirt encrusted cell phone, I tweeted with the world.

I tweeted about what it was like to “coach” kids who sprinted faster and farther than I ever could, and about running in the mud with eight year girls in discarded prom dresses holding my hands.

Overwhelmingly, I tweeted about a far-off life trying to do good.

And the tiny company took notice, in 2007 publishing a post on the Twitter blog about some of the tweets I sent (on some days, it could take 30 minutes for one to upload). Within 18 months, I had an offer to come work for them in San Francisco, leading efforts to help others use the platform to do good in the world.

Later, I wrote Twitter for Good: Change the World One Tweet at a Time – a book for me, in many ways. The me in 2007 who had a tiny non-profit organization far away from the high rises of Silicon Valley. The me who wanted to change the world, but didn’t have the resources to do so.

If you long to use social media to build a movement, change a paradigm, or make a difference in the world, this is the book for you. In it I lay out my 5-step T.W.E.E.T. framework for excelling on Twitter, a model I teach and speak about around the world.

This is not my only story, but this is one of them.

Your story will be different than mine.

**In step one of the SHARE model, it's time to identify what your story is.**

Now's the time to step back and think about what we've discussed in this step, and how to begin the thorny process of finding the most powerful story you have in your life. This doesn't have to be the only story you have (like me, you surely have many), nor does it have to be

the only story you will ever share. Instead, it's the *first* story. The starting story. The story that you want to begin to change the lives of others with, the story that may help you reach your goals of forging a new professional path.

Here are some questions to get you to find the story within you and bring it out. As with all five steps we'll be working through, please take some time and think about these questions and write down your answers. As studies on goal setting and success prove again and again, the written act of placing your intentions on paper has power to propel you forward.

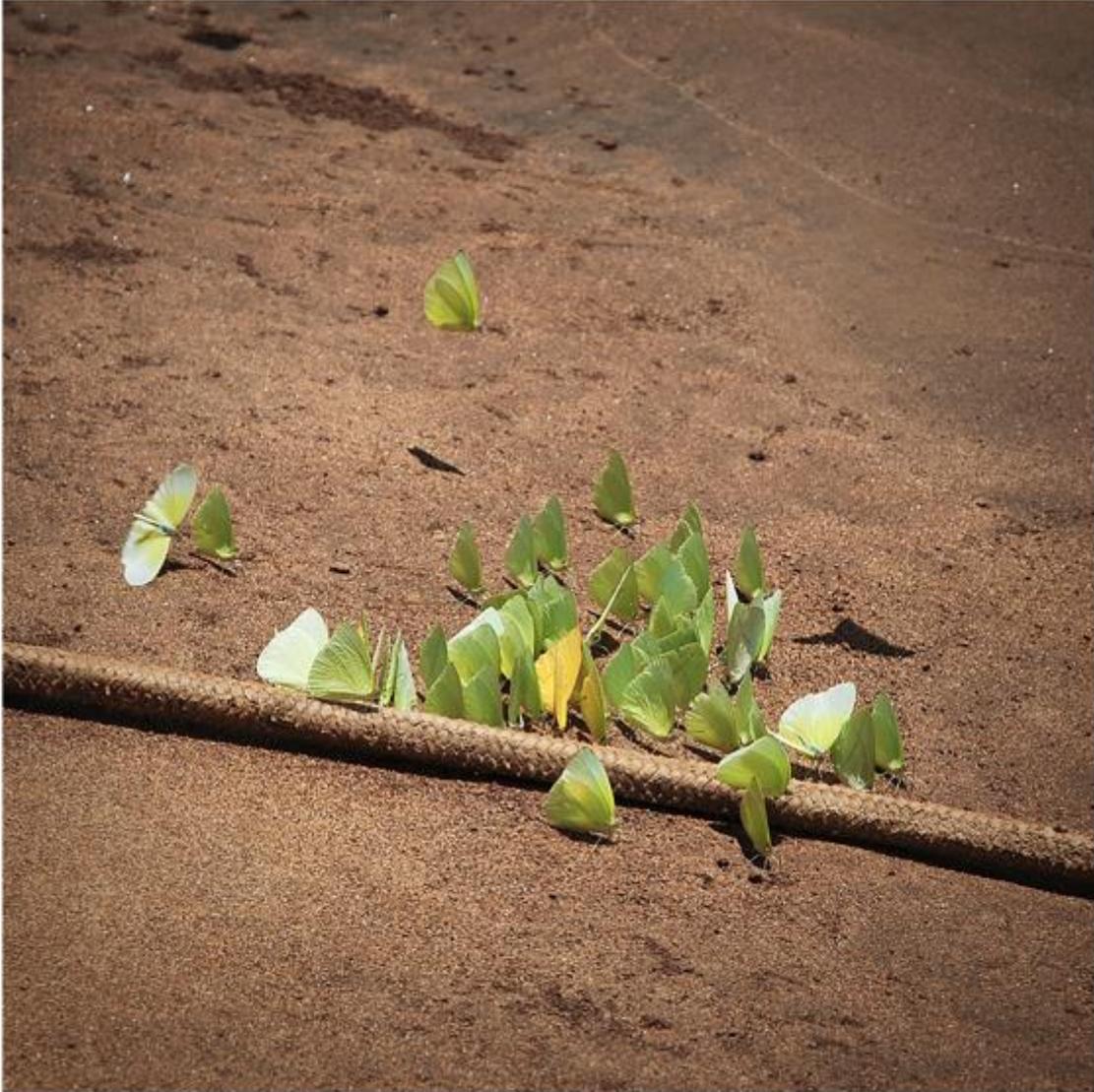
**1. When I ask -- "What is Your Story?" -- what is the absolute first story that comes to mind about your life?**

**2. Are there other stories that also stand out or bubble to the surface?**

**3. Of all these stories, which one pulls you most? Which one of these stories can you see helping others in some way?**

**4. Is part of your motivation in sharing your story to make a professional change, or to incorporate your story into the beginning (or middle) of a new career? Why or why not?**

## Step 2: H (How)



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With a potential story in mind, it's now time to think about the **HOW** of sharing that story with the world. There are many different ways to approach story telling, and my aim is three-fold.

Specifically, I aim:

1. To help you identify the way you are best suited to share your story.
2. To help you identify the method of sharing that will best fit your audience.
3. To help you see which method will best help you reach your professional goals of sharing -- and potentially selling -- your story.

There are a few key ways that story sharing can happen.

## Starting a Blog

If you want to share your story, you need an online presence. Even if your main approach plans to be speaking or publishing a book, you absolutely need an online presence to get your name into the world and catapult your influence to your audience, and that's why we're going to spend so much time walking through exactly how to get your online presence live. No matter if you want to focus on speaking, writing a book, teaching, or something else as a way to share your story, you need to have a place where you can tell the world about these efforts.

My own life has been changed immensely through the blog I started. Starting a blog is one of the very best things that ever happened to me, and I love to share with folks why blogging is a great way to connect with others, build your platform, and change the world.

Eight years ago, I hit publish on my first post. I was holed up in a cheap hostel room in Madrid, having just run my first marathon, and on my first stop of a yearlong trip around the world (a year-long trip that would be transformed by the successful blog I started).

Hitting publish on that post was one of the smartest things I ever did, and I've hardly looked back since.

Wherever you are in your career (or in the world), a blog can help you reach your goals of learning, connecting, change-making and profit-building.

By following the below instructions, you can get your own blog up and going in a matter of no time – 8 minutes, I think (9, tops).

We'll be doing it all with [BlueHost](#), the host that most bloggers these days recommend due to its prices, excellent service, and *serious* ease of set up.

Going with a hosting company like [BlueHost](#) means that you'll be "self-hosting" your website using your own .com address. Although this costs some money (< \$50 a year), I *firmly* believe this is a better route than going with free options like Blogger.com. Like many bloggers, I started at Blogger.com, and like many bloggers, I paid an arm and leg and wasted tons of time eventually switching over to my own self-hosted WordPress blog.

Note that there *are* other paid options than [BlueHost](#) (Hostgator and GoDaddy are others, for example), but after bad experiences with them, I no longer recommend them. If you're not interested in [BlueHost](#) as a way to set up your self-hosted Wordpress blog, that's fine, but you'll

likely not gain much out of the next few pages, as I'll be walking through step by step how to set up your site specifically on Bluehost. So be forewarned;)

[Also note that the links to the discounted price in this guide are my affiliate links. For a non-affiliate link if you want to sign up, just use <http://www.bluehost.com>.]

If you *are* interested in [BlueHost](#), keep reading.

When starting a blog, one of the first questions you'll need to answer is *where* you want to host your blog.

There are two main options for hosting:

- Free (through a third-party like [blogger.com](#))

- Paid (called “self-hosting” – this happens on your own .com, .org, .net, etc. domain name)

I firmly believe most people will do best with a paid option (I recommend [BlueHost](#), as I said above, and [here’s my video helping you set it up, step-by-step.](#))

Although this [infographic](#) will show you some of the differences between free and paid hosts, here are the reasons that I personally recommend going with the paid option.

### **Why I Recommend Paying for Blog Hosting:**

Although free options (like Blogger) are indeed FREE, they offer much less functionality than paid options. But that’s not the main reason I

don't recommend them. In the beginning of my blogging days, I started several blogs on Blogger for free and it gave me a good chance to try blogging without making a monetary commitment.

That said, free platforms like Blogger do have limits, and don't have all the bells, whistles, and functionalities that paid platforms offer.

Like many bloggers, when I *did* decide I wanted to take my blogging to the next level, I faced a frustrating hurdle: migrating my website from the free Blogger to the paid WordPress. This not only cost me hundreds of dollars out of pocket, and many more in lost revenue in terms of site downtime and time spent making the switch, but it also forced me to deal with rebranding — as the name I had chosen for my original blog on Blogger was not available on the rest of the interwebs.

All in all: frustrating.

Ultimately, if you think there is a chance you might one day want your blog to be bigger, do more, or take a larger role in your life than it does on Day 1, think about spending the <\$50 bucks a year to pay for hosting. I promise, it'll save you money in the long run.

So let's review what you need to get going:

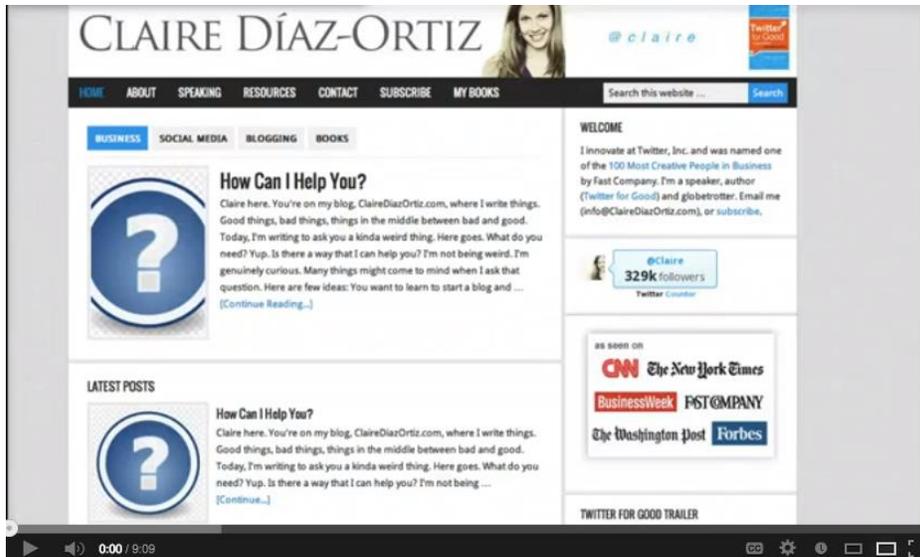
- **A host.** As mentioned above, I believe self-hosting on your own URL is the way to go. Most well respected bloggers recommend [BlueHost](#). It's known for great customer service, ease of set-up, and cost (for less than \$4 a month you can create and unlimited number of websites).
- **A domain name.** Got a name for your blog? Great. Now turn that into a domain name. (Domain names look like

[www.ClaireDiazOrtiz.com](http://www.ClaireDiazOrtiz.com), [www.MeatIsYummy.org](http://www.MeatIsYummy.org), or [www.MuffinsRock.net](http://www.MuffinsRock.net)). [BlueHost](#) will ask you what yours is when you're setting up the blog.

- **A credit or debit card (or Paypal).** This is where you get to throw your cash money on the table. Note that there are free ways to blog, but for most people I don't generally recommend them, as I explained above. [Here's an explanation](#) of why you (usually) shouldn't be using free blogging services.

### **[How to Set Up a Self-Hosted WordPress Blog \(Video\)](#)**

Here's a [video](#)) walking you through exactly how to set up your new blog.



[Link not showing up? Go here.](#)

Prefer written instructions with screenshots?

Me too.

(Sometimes.)

## Written Instructions (w/ Screenshots) on Setting Up Your

### WordPress Blog

Go to [BlueHost](#).

Click on Sign Up Now.



The screenshot shows the BlueHost website homepage. At the top left is the BlueHost logo with the tagline "The Web Hosting Solution Of Choice Powering Millions Of Websites". To the right are links for "Control Panel Login" and "cPanel Demo Login". Below the header is a banner stating "Over 20,000 New Customers a Month & Hosting Millions of Domains!". A navigation menu includes Home, Features, Help Center, About Us, Blog, Founder's Blog, Dedicated Hosting, Affiliates, and Resellers. The main content area features a list of benefits on the left, a central promotional offer for "Professional Web Hosting for ~~\$6.99/mo.~~ \$3.95/mo.\*", a "Sign Up Now" button, and a list of additional benefits on the right. A smiling woman's face is visible on the far right of the promotional area.

**bluehost** The Web Hosting Solution Of Choice  
Powering Millions Of Websites

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cPanel Demo Login

Over 20,000 New Customers a Month & Hosting Millions of Domains!

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- ▶ **UNLIMITED** Domain Hosting
- ▶ **UNLIMITED** GB Hosting Space
- ▶ **UNLIMITED** GB File Transfer
- ▶ **UNLIMITED** Email Accounts
- ▶ **FREE** Domain
- ▶ **FREE** Site Builder w/ templates
- ▶ Secure Shell, SSL, FTP, Stats
- ▶ CGI, Ruby (RoR), Perl, PHP, MySQL
- ▶ \$100 Google Advertising Offer
- ▶ 24/7 Phone, Chat & Email Support

**Professional Web Hosting**  
for ~~\$6.99/mo.~~ **\$3.95/mo.\***

**Sign Up Now**

- ▶ No Hidden Fees
- ▶ Free Instant Set-up
- ▶ Anytime Money-Back Guarantee

It will ask you for a domain name. For now, let's assume you do not already have a domain name and need to buy one now. What do you want to call your site? Muffins4eva.com?

DuckDynastyRecipes.com? Think of something good. A few more tips?

- Don't use dashes. Go for peoplelovelongcats.com, not people-love-long-cats.com.
- Don't use weird punctuation. Avoid iloveu2much.com. Go for iloveyoutoomuch.com.
- Get a .com if you can. If you can't, don't worry about it.

Enter it in the box "I Need a Domain Name" and see if it's available.

» Sign Up Now

Thank you for choosing Bluehost. You have made the right choice in selecting us as your web hosting and eBusiness provider. We provide excellent customer service, reliable hardware and affordable prices. We appreciate your business and look forward to a great relationship.

**I Need a Domain Name**

Enter Domain Name:

 .com   
(e.g. domainname.com)

**I Have a Domain Name**

Enter Domain Name:

  
(e.g. domainname.com)

**Note:** Bluehost will provide you the information you'll need for transferring your domain.

If it's available, it'll tell you "Congratulations!" Now it's time to fill out your basic personal information and credit or debit card information (or Paypal). Fill that in.

 **The Web Hosting Solution Of Choice**  
Powering Millions Of Websites

» Sign Up - Congratulations!

The domain you have requested, **duckdynastyeats.com**, is available.

**Account Information**

All fields are required unless otherwise noted.

First Name

Last Name

(optional) Business Name

Country

Street Address

City

State

Zip-Code

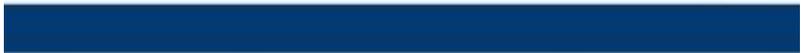
Phone Number  Ext.

\*E-mail Address   
[View an international number](#)  
\*Your receipt will be sent to this address.

You're once again a winner. "Congratulations!" You set it up. Now it needs you to set up a password. Do that.



Once you set up the password it wants you to log into the account. Do that.



**Account Login**

Login

  
  
[Forgotten Password?](#) 

No login? [Sign up for an account today!](#)

Now you're in your account. Click on "Websites", the blue icon in the middle of the screen.

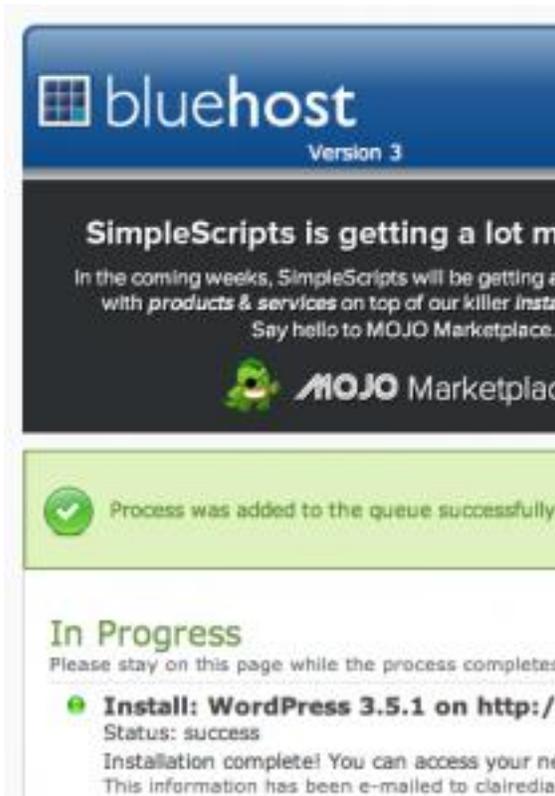


Once you click there, you'll see a screen that will say "WordPress" on the left hand side with a big logo. Click on "WordPress" — that's what we're going to use to blog on.



Click WordPress, and it'll ask you to install WordPress. Deselect a few extra plugins it will select for you. If you get an error message that says "Oops! That directory exists!" don't worry.

This is just meant for people who are installing WordPress on a site that is already live. Just click the box saying you know this would override any existing files. You may need to deselect those plugins again.



And then, success!

Click on the link it gives you for your new blog and put in your password.



Now look at the left hand side of the screen and click “Add New” under “Posts”.



Write your first post, and hit “Publish!”

Now what?

To make your blog a bit nicer, here are a few key things you’ll want to think about doing in the first few days or weeks of blogging that can help get off on the right foot:

- Choose a Theme. Under “Appearance” in your WordPress dashboard you can click “Themes” to see some of the many free themes that are available to you. One good free one that many folks use is called [Platform](#). Here are a bunch more [free WordPress themes](#). I use a great paid theme called [Genesis](#) which I highly recommend.
- Download some good plugins. Some of my favorites include [Askimet](#) (to prevent Spam), [Google Analytics](#) (to see stats about your blog), and [Contact Form 7](#) (to have an easy way for folks to contact you). But there are many you’ll want to try out. Just don’t get too overloaded with plugins – especially in the beginning – as you may find it slows down your site.
- For more general information on WordPress and getting your site looking awesome, try [WP101.com](#), a great site with tons of good videos.

So we've talked about setting up a blog as a great way to share your story, but what are some other ways that may be ideal to share?

### **Publishing a Book**

Publishing a book is a great option for many folks who want to share their message with the world, and it will help to immediately establish you as a thought leader in the area you choose. That said, going with a traditional publisher can be a long road. I've done four traditionally published books, and more than a dozen ebooks, and have learned a lot of lessons in the process.

Although a traditionally published book does come with prestige, it also has clear downsides.

Here are some of them:

- In this day and age, most authors need an agent to sell a traditionally published book.
- Pitching agents is just as hard as it sounds.
- It can easily take two years from the time you first sign with an agent to the time you hold the book in your hands.
- Your advance as a first-time author may not be very much.
- Traditional publishing houses do very little on the promotion side for authors these days (aside from mega bestsellers). They will rely on you heavily to market your own book.

For this reason, I believe that a much more direct route to starting the process of telling your story is to self-publish. Note that I do not believe self-publishing rules out the idea of traditional publishing. Instead, I would actually advise you if you are just starting on your journey to

share your story and potentially build a career out of it to do the following:

**Think of self-publishing a book *while* you search for an agent on another proposal.**

Let's dive more into the benefits of self-publishing. Here are a few:

- You can self-publish a book almost as fast as you can write it these days.
- For very little money, you can have a professionally designed layout and cover done, and have your book formatted into all the necessary formats for Kindle, Nook, Kobo, etc. (Most of my ebooks cost between \$100- \$200 for all of the above, and I know folks who do it themselves for free or get it done for even less than that.)

- You control all your distribution, and with online sales you control the price you sell your book at and you can change that price regularly.
- If you do want a printed out version of your book, there are many options that offer you inexpensive printed books in bulk, or print on demand (so only when someone orders the book does it print out for them). Try [Amazon Create Space](#).

If self-publishing is a route you want to try when getting out your story for the first time, then I would suggest doing something radical as your first experiment: offer your book for free (at least at first).

Indeed, one of the absolute best ways to get folks interested in a story they may never have heard of before (yours!) is to give them some (or all) of the material for free. Many authors of both traditional and self-published works have vouched for the efficacy of this strategy, either as

a permanent way to offer their work to the world, a launch activity, or as a way to spike sales many months after publication.

Obviously, with a traditional publisher, this is more complicated than if you go the self-published route and have complete control. In the same way that you can't decide the pricing on your book, it's not up to you if you can offer any of the book for free. If you have a traditional publisher, this is something you will need to have a clear discussion about to see what you are allowed to give away "free" of your book. Many contracts offer a clause stating that up to a certain word count or chapter number is okay, and many more publishers are amenable to discussions.

Assuming you are either self-publishing and so can make the decisions about when to offer your work for free, or have the approval of a traditional publisher, here are some key things to remember.

- **Choose Your Best Work**

When it comes to giving away your content, you want it to be your best.

Don't think that just because your resource will be free that it should feel like that to a reader. Give them your best, so they'll come back for more.

- **Brand Your Work Well**

Remember that in any free content you give away, you want to include the important information that any curious reader or potential press contact would need to learn more about you and your story. Include everything you can think of in any free book you give away.

- **Incentivize the Give**

Remember that you are giving your book away, and it is perfectly reasonable for you to ask something in exchange (if you so choose). Just as you make sure that you are incentivizing people to go ahead and get the freebie, make sure to also ensure that you are receiving something of worth in return. What action do you want the person to take to get the free item? Remember that the harder the action is, the fewer people will do it (which may be a good thing or a bad thing, depending on your strategy).

Some ideas for what you could “ask” of those who download your free book:

- An email address signup to your newsletter subscription
- A “like” on your Facebook fan page
- A new Twitter follower

- A click on your website (traffic helps, and matters more to some than others)

Ultimately, you need to decide if you want to incentivize people.

Incentivizing folks means that a) more folks will take advantage of your free offer, and b) you'll get something in return. What is most valuable to you at this time of book launching? Email subscribers to your newsletter? A like on your Facebook page? Think about what would be best for you in terms of immediate revenue and in terms of long-term engagement with your potential readers.

## **Speaking**

Speaking is a great way to get your words into the world, and many folks find that even though they initially thought it would be something they were unsure or even scared about, with time it becomes second

nature. More than that, it becomes something they look forward to.

Indeed, it's hard to beat the energy of speaking to a room of interested people with a message you've carefully crafted.

Getting started in speaking can feel daunting, so you have to remember that, like most things in life, you should start slowly. Don't compare someone else's success after ten years on the speaking circuit to you when you're just starting out. In the beginning, if you haven't shared your story much before, you will need to ask people for venues to speak at – and can't expect them to come running to you. This means, of course, that you'll likely be doing it for free. Think of it as excellent experience, though, and realize that with each time you speak to a room of people at a community center (your only monetary reward being some free doughnuts at the end of the talk), you're better crafting your story.

After you've spent time working on your story a bit, and have a few key speeches that you can pull up for different audiences, it's a good time to focus on pushing yourself out there – even for free. Over time, build a list of these places you have spoken at. Then, when you're itching to move up, go after the conference circuit.

Most folks find that the best way to identify conferences in their niche simply through word of mouth, or by following the conferences that some of the people they look up to are speaking at or attending. To try to get in to speak at an event you identify as a good bet, you'll want to write a powerful, engaging email to the conference organizers offering your services. Depending on what you can tell about the caliber of speakers who have been at the event in the past, you'll want to make a determination about when you can ask for a fee, and when you'd be just lucky if they said yes;) Tread lightly – as the most important thing early

on is speaking at as many places as possible, and working your way up the ladder to be at better and better events.

Additionally, remember that charging a fee is hardly the only way you can earn revenue from speaking. Depending on the goals you have for the story you are sharing, you might find that one “free” speech leads to two great new coaching clients – which may be well worth it!

As you continue to speak at more or more places, continue to update your website with these engagements, with the long-term aim of creating such a strong resume that soon you will have folks coming to you and asking you to speak at the venues you want to be at.

## **Teaching**

In a digital world, the concept of being a teacher teaching to others has completely transformed itself. Although many folks live their lives as teachers in traditional institutions, for many of you reading this that may not either be feasible (given the training involved), or ideal for your particular story. After all, institutions can come with requirements for what they want you to teach – and what someone else wants you to teach may not always line up exactly with the story you believe you want to share. For that reason, I want to encourage you to think of nonconventional teaching methods that take advantage of our digital world.

There are a host of online sites that now solicit teachers for courses on a range of subjects that they envision. [Udemy](#) and [Creative Live](#) are two such sites worth checking out to see if they'd be a fit.

Additionally, however, you'll find that the greater majority of online teachers have been taking up their own reins and spreading their knowledge into the world without an already established online school.

How?

They do it on their own. In the final step of the SHARE model, we'll be looking at some of the exact steps and strategies folks use to create this content for distribution. For now, though, simply understand that the concept of teaching can take place either in an online or offline setting where you reach many people at once, or in a one-to-one or small group setting (often called "coaching"). Any of these are examples of teaching in our modern world.

Step 2 of the SHARE model was a long one, and there was a lot to think about.

Take some time to ponder the following questions:

- 1. Of the four main HOWs to share your story - Blogging, Speaking, Writing a Book, or Teaching - what immediately appeals to you? Why?**
- 2. Does this HOW play to your strengths? If you want to write a book, are you able to either write well or craft a moving speech that someone else can transcribe? If teaching is your calling in life, can you work to ensure that teaching is the main HOW that you pursue in efforts to share your story?**
- 3. Does your HOW of choice cater to your audience? i.e. Do the folks who might care about your story consume content in this way? Why or why not? (We'll explore this more in the next step, but take a stab at answering this question for now as well.)**

## Step 3: A (Audience)



Jose M. Diaz Ortiz ©

You have chosen a story you want to share, and you have identified the **HOW** of how to share it. Now it's time to find your audience.

The absolutely best thing you can remember when thinking about how to find your audience is this: your audience isn't everyone.

I was watching a reality TV show (yes, go ahead and judge me) recently, and one of the characters was saying that she was coming out with a memoir. Another character asked who she hoped to reach with her memoir. Her answer? “Um...well...anyone who reads?”

This is a dismal answer, and should never be your own. Yes, you can hope that anyone in the world who can read is your audience, but envisioning this as a real possibility, or working to reach such a wide demographic is just shooting yourself in the foot.

Instead, you’ve got to start by niching down and identifying exactly the person you want to reach with your story.

Let’s work on through a simple exercise.

Take out a sheet of paper and set aside ten minutes to ask yourself the following questions:

- 1. Who is the person who would most benefit from my story?**
- 2. What is their background? What are their goals? What do they look like? Where do they live? Are they married? Do they have children? What do they do with their days? What are their main hobbies and passions? Be as specific as possible, as you're trying to create an exact profile to work from.**
- 3. How - specifically - can my story help this person? What is the first tangible thing that my story will help this person to see or do better?**

Ultimately you need to know *exactly* who you are trying to reach in order to do a good job of ultimately reaching that individual. This

exercise is an essential step in getting you there. Many people and companies do this exercise and even take it to the point where they actually name this fictional person.

Here's an example:

Let's say I decide that the story that I want to share with the world is all about my failed career in professional tennis. (This is fictitious; in truth, I'm a bad tennis player. But I do like to watch my husband from the sidelines;)

Starting at a young age, I dedicated decades of my life to the sport, only to realize in my mid-twenties that professional tennis was not the life I wanted for my own life, and certainly not the life I wanted for my future family. I went through a long process of self-reflection, and ultimately realized that my true calling was as a career coach, particularly for ex-

professional athletes. As a result, I decided to approach the sport going forward as an amateur, but to use the incredible lessons I gained from playing all over the world to help other former professional or semi-professional athletes find those “second” careers they were meant to have.

If this is my story, then here are some of the answers I would give to the questions in the exercise above:

1. Who is the person who would most benefit from my story? *Ex-professional or semi-professional athletes who are looking to start second careers outside their sports. Although I can work with men, my ideal client would be a woman in this situation, so for the purposes of the exercise I will reference her as such.*
2. What is their background? What are their goals? What do they look like? Where do they live? Are they married? Do they have

children? What do they do with their days? What are their main hobbies and passions? Be as specific as possible, as you're trying to create an exact profile to work from. *She is likely in her mid-to-late twenties (although potentially older), and has recently gone through a difficult process of first realizing that her original career dreams of being a professional athlete are either not going to come through for outside reasons, or are not the true dreams she thought she had. She is likely single (but may be married) and does not yet have children. At this stage she is very focused on developing a new life path and career, but is very confused about what that may be, and that concern is likely more top of mind to her than starting a family. During her days, she spends a lot of time seeking – talking to people in different careers, taking classes, and reading books – in an effort to try to find what she is meant to do next.*

3. How – specifically - can my story help this person? What is the first tangible thing that my story will help this person to see or do

better? *Firstly, my story will serve as consolation that I understand where she is coming from. The period of insecurity and floundering I experienced after leaving professional tennis was a very hard time, and is a hard period for any ex professional or ex-semi professional athlete. After she identifies with me, though, she will find motivation from my story that there is a new life, and that she's primed to take it. Finally, my story of ultimately becoming a life coach – a teacher -- will inspire her to want to hire me to walk her through the exact steps I have gone through to find a happy, successful, fulfilled new life.*

Notice how I don't have to have everything figured out at this stage (I state that I would likely be best poised to work with women but am not ruling out male clients), but I do want to have a good idea of the exact person who would benefit from my message. With time, as you will see,

you will be able to refine this even more and more, but for now you need a starting point.

After you've taken the time to do this exercise and reflected upon the exact audience you are looking for, the next step is trying to find that audience.

## Step 4: R (Reach)



You've identified your ideal audience, and found some of the places where this audience lives. Now it's time to figure out how to connect.

This will depend dramatically on the types of venues you find that your audience is most congregated in, so let's look at a few of the most likely options.

## **Reaching Your Audience Online**

I believe that 99.9% of everyone who reads this book or takes my [Share to Sell course](#) will be able to find their audience online. Sure, some percentage of this audience might *also* frequent conferences, community centers, brick and mortar venues, or events where you can meet in person, but they will *also* be online. Why? Because most of us spend a great deal of time online these days. Thus, anyone with a message to share needs to be able to work in an online space to share and sell that message. For this reason, I also believe that most of you will find that your online platform will be the key to reach most of your

audience. So let's look at the key ways you need to go about reaching your audience online.

## **Your Blog or Website**

At this point in the book, you hopefully understand the incredible importance of developing your online web presence through either a website with occasionally updated content, or ideally through a blog with more regularly updated content. I believe this is an absolutely essential step to building any platform from which you can share your story, and that anyone with a story to share needs to remember to do this, above all else. Once you have a site created, there are some key things you'll need to specifically remember when it comes to ensuring that you're using your blog to truly REACH your AUDIENCE.

- **Your content needs to showcase your story.** More than anything, your content needs to showcase your story. There are a few key places to do this on your website or blog.
  - **The Homepage:** Homepages of websites used to be able to horrible, and no one cared all that much. Not so anymore. Now, with so many incredible ways to create powerful websites for next to nothing, it's important to make your site look nice, clean, and pretty from page 1 (or, the homepage, that is). Make a clear homepage that states who you are and what you offer to your audience. Let me say that again – your homepage should tell the world what you can offer to them. It should, above all else, answer the question that every potential web reader will have: “What can you do for me?” If you answer that one question (and don't make your homepage ugly in the process), you've done your job.

- **The About Page:** The About Page is where you tell readers why you rock. Your awards, press appearances (the bigger the better is what you should highlight here), education, and past successes are all key. What's even more key? That you give all this content under the umbrella of *sharing your story*. Every line item in that about page should be proof of what your story conveys to the world. Finally, don't forget to be personable as well. I get more comments about the fact that my about page includes the fact that I love rooibos tea than I do about any awards. Which is as it should be.
- **Great Images of You (on the Homepage, About Page, and Anywhere Else):** Your images need to convey how much you rock. On your About Page and Homepage in particular, you need a great headshot of you that draws readers in. Don't have your friend take a shot of you in the dark corner of a bar late on Tuesday night. Instead, get a nice picture

done. You don't have to look like a supermodel (unless that's your story, of course), but you do have to look clean, presentable, and preferably not like a serial killer on a bad day. A pro tip would be to create a header on your Homepage that includes a great bio shot of you. [See mine here](#). (If you're not sure how to do this, hire someone on [TaskRabbit](#) or [E-Lance](#) to create it for you.

- **Your site needs to be easy to navigate.** We've all gone to those websites that start out okay. The homepage is a bit icky, but it's manageable. You don't immediately see what you're looking for, but you figure maybe you're not reading clearly enough. And so you start clicking. Looking for that thing you need to find. Ten minutes later you find yourself in some confused black hole you can't get out of. So, because we have short attention spans, you give up. You log off, and go see what J.Crew has on sale this week. This is not a positive website experience, and not one you want to

repeat on your website. Any free or paid website theme will allow you to create a simple header menu. Insert the following categories to start: Home, About, Subscribe, Contact. Then add anything else you need up there. “Work with Me” and “Resources” would be good suggestions --providing your story is developing ways that folks can work or learn from you, and providing that you’ve created a few webpages you can list under “Resources”. Do these simple things and you will be far ahead of 90% of the websites out there.

- **You need \*some\* amount of regularly updated content.** The reality is that a frequently updated blog is not for everyone, and that’s OK. I’m not saying that you need to quit your day job and dedicate yourself to posting multiple times a day (or multiple times a week) in order to make it worth having an online presence in the form of a blog or website. What I am saying, though, is that you do need to dedicate yourself to creating some original

content, and some content that is updated regularly enough to bring people to your site. This might be once a quarter, this might be once a month, but it needs to happen so that your online presence is kept up to date.

## **Your Newsletter**

I've heard it again and again. The biggest regret that many big bloggers have is not starting their newsletter list sooner. Why? Because your career and your ability to help people depends on your ability to reach them. And this day and age, email is the primary way that people reach others. Take my email newsletter, for example ([you have signed up](#), haven't you?). Even though I had a successful blog in 2006, I knew nothing about newsletters for more than two years. The result? I relied on people coming to my website to learn what I was up to. Did it work? To some extent, as I had great traffic. But was it the best approach?

Absolutely not. Had I been signing up people to a email newsletter list from Day 1, I would've had a ready-made way to contact them whenever I wanted. Years later, I could still use that list to share my story with others. At this point, you have hopefully taken my advice and started a blog (or a website with some amount of dynamic content or regular updates). This is the essential first step. The essential second step is ensuring that you have a newsletter list that people can sign up to.

What will you send them?

- Content updates to your website
- Special messages about the online and offline places that you are sharing your story so that they can best hear your message
- Sales, offers, or information about the teaching and coaching services you offer or books you write

- New awards, experiences, or connections you've made that might interest your followers

Finally, I want to encourage you to remember something I've said before: even if you aren't sure at this stage that you want to monetize your story or turn the sharing of your story into a career, it is essential to build the groundwork to make that a possibility in the future. Hence, the recommendations in this book are tailored for that aim.

## **Social Networks**

Social media is no longer an extra add-on for your blog. Now, it's essential part of your blogging strategy. First things first, make sure you create profiles for yourself, under your name, on the following social networks:

Twitter

Facebook

Pinterest

LinkedIn

YouTube

Google+

There are others, and we will be talking about them. But these are the ones you must have profiles for. Luckily, you don't need to devote your life to social media, or to dealing with all six of your new accounts.

Instead, I'll be showing you how to focus on one or two in order to truly share your story.

First, let's talk about the traditionally thought-of two most powerful social media networks: Facebook and Twitter.

Many feel that Facebook is a tool that best helps drive traffic to your website, and as a way for your blog readers to come together as a community. Many bloggers say Facebook is one of their largest traffic drivers to their blog. Twitter, on the other hand seems to be incredibly effective for many bloggers as a tool for reaching out to PR individuals and to other bloggers. If asked to generalize I would overwhelmingly say that bloggers use Facebook to help their readers and Twitter to help them. Let's go into a little bit more depth on how each of these two tools should be used on your block.

## **Twitter**

Twitter is an incredible marketing tool, hence [the reason I wrote a whole book on it](#). Let's explore the basics of design, branding, and strategy that you need to get you started.

- **The Design:**

At this point I am going to assume you already have set up your account, so we'll skip that. The concept behind a good design on Twitter is fairly simple. Generally, here are the important things you need to remember when branding your Twitter page.

- **Make it pretty.** No one wants to look at an ugly one, after all;)
- **Use a headshot as your avatar, and choose another great photo for your background.** Pick two great photos – one for the avatar or profile picture that shows your face, and another that perhaps shows something meaningful to your story: a beautiful place, a branded logo, the cover of an ebook you've written.
- **Have a good bio.** Have you reviewed your Twitter bio lately? Do it now. A good bio gives enough information so that folks who show up know who you are and what you're about. Err on the side

of over-information. For example, do you love dogs and did you recently write a book about them? Your Twitter bio is better off reading “Dogs love me, so I wrote a book about them. You can buy “Arfy” today” than a simple one-liner like “Dogs love me.”

- **Include a URL.** Ensure that you’re including a URL to your blog or website.
- **Consider foregoing the “location” section and instead include your contact information (or another relevant piece of information.)** Take advantage of the extra space and use this line for something relevant you want to share and that others will be scanning for (contact information is a good bet). [See mine here as an example.](#)

### **The Strategy:**

I [wrote an entire book](#), Twitter for Good, on creating a powerful Twitter strategy, and I'd encourage you to check it out. In the interim, though,

let's distill the basics of my model for excelling on Twitter as below:

The T.W.E.E.T. framework is a model I developed to best teach you to win on the platform. I teach it to organizations and individuals because it works. The jarringly obvious acronym also rocks.

### **The T.W.E.E.T. Model:**

#### **T = Target**

*You can't get anywhere on Twitter if you don't have a target (or goal).*

*What's your goal? Here are the three most common goals on Twitter.*

- [The Information Account](#)
- [The Personalized Account](#)

- [The Support Account](#)

## **W = Write**

*It's time to send your first Tweet. Whatever it may be. Send you second.*

*Stop editing yourself and let it flow. Do it like Kanye to really win.*

## **E = Engage**

*Once you send your first Tweet, the world won't come running (unless you're Kanye). Engage with others to get them to see you, listen to you, and interact with you. We offer tons of tools to help you do so.*

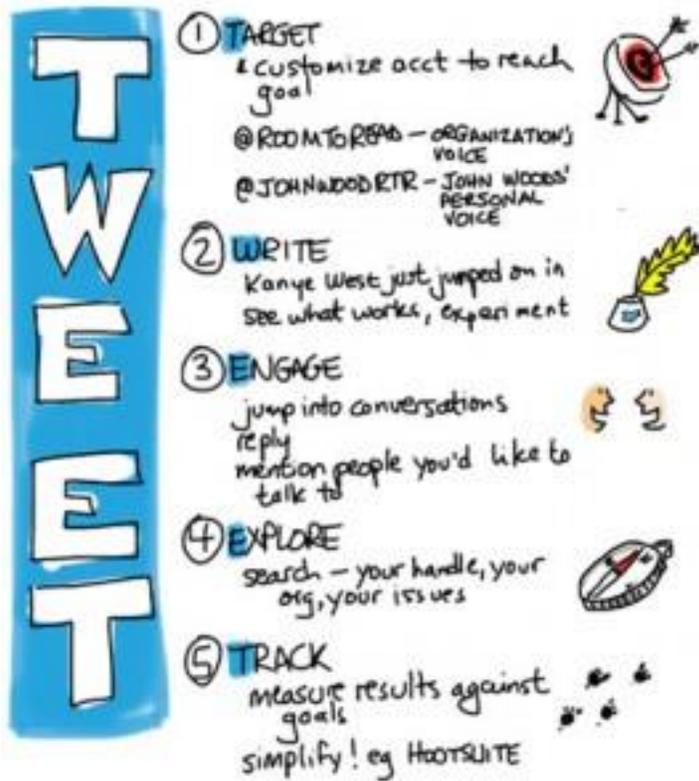
## **E = Explore**

*Motivational speakers tell you to try one new thing every day. Do it on Twitter, too. More importantly, find new people. Twitter is about relationships, and it's time to start building them.*

## **T = Track**

*You won't know if you've met your target unless you're tracking it. Are you? [Here are some great tools to do so.](#)*

And here's a great illustration of the T.W.E.E.T. Framework explained in [Twitter for Good](#) and in my talks.



Many thanks to [Rob Cottingham of Social Signal!](#)

## Facebook

Facebook is all about your community, and you need to think of your

Facebook page as a way to get your community even more engaged with

your story.

Given that many people spend more time on Facebook today than they do on the rest of the web, it's a place you need to be.

There are two main issues to think about – your design, and your strategy. Let's look at both now.

- **Design**

First, let's think about how to effectively brand your Facebook pages.

Here are some guidelines to stick to:

- Have a great header. Use a powerful image, or a great brand logo that includes your URL on it, to draw people in.

- Include contact information front and center. We live in a day and age when many people's version of the Internet is, well, Facebook.

If a reader or press outlet is only going to see one thing on the web about your book, and it's your Facebook page, you want to be certain they can immediately get in touch with you.

- **The Strategy**

Here are some key things to remember when building a winning

Facebook strategy:

- Facebook is a community, and you want to encourage your readers to share with each other just as much as you share with them. One great way to do this is to ask questions on Facebook. Questions are great, easy way for readers to engage. People love sharing

their opinion, and when you get to check the chance to share it, they will respond.

- The next step in creating a quality Facebook page is making sure that the content on your Facebook page is not just a repetition of what is on your website. The idea is that you want readers to be in both places and you make them interested in looking at the other location.
- Post manually when you can! Although there are many services that will synchronize your RSS feed from your blog and automatically post them to Facebook, I would overwhelmingly recommend that you manually post your blog posts to Facebook. There are a number of studies that show increased user engagement when manual posts are done; ultimately, manually posting your Facebook updates get the most exposure for your posts. If you aren't able to manually post for a period of time (you're on vacation, say, and you have scheduled blog content

coming up), you can easily synchronize your RSS feed for a short period of time.

## **Pinterest**

Many bloggers these days say that Pinterest is revolutionary for the website traffic it provides, and thus making sure you have a significant presence on the platform (not necessarily in follower numbers, but in content) is essential.

Here are some Pinterest tips:

- Above all, make sure you are posting great images. This goes for your profile header as well. Pinterest is all about images, and it's more essential with this social network than

with any other to ensure that you are impressing your viewers with the eye you bring.

- Think “how-to”, and you’ll win. Pinterest is a treasure trove of great information on how to do things: how to cook something, how to organize a home, how to build a particular business, etc. You’ll want to remember this when you think of the type of content that does well on the platform.
- Contribute to group boards that have lots of activity and followers. A key tip for great Pinterest traffic is to find group boards (where multiple Pinner’s can post) in your niche, and ask to join them. This in turn will allow you to post to boards that already have lots of followers on them, thereby giving you a ready-made stream of great traffic as long as you post high quality content.

## LinkedIn

Although I had always used LinkedIn as a way to connect with other professionals, in the past year since being asked to become a LinkedIn Influencer (a group of a few hundred global leaders who contribute content to the site in the form of regular blog posts), I've learned immensely about the platform and the potential it has to help you reach your goals of sharing your story with the world.

Here are some key things to remember:

- A great profile is essential: To get started on LinkedIn, you'll need a great profile. As always, make sure to position yourself as the experts in whatever your field of expertise is. Come off sounding smart, accessible, and interested in engaging with people on your topic of interest or specialty. With LinkedIn, you want to not only

position yourself as a specialist, but directly invite others to connect with you for potential business proposals. Have this in mind when creating your profile.

- Proactively connect with others: Most people find that once they have a profile up, they will occasionally get interesting queries from people in similar areas of expertise. However, instead of simply waiting for the queries to come to you, try spending a few hours each month looking for people to connect with on LinkedIn. These are not only people you maybe have worked with before, but people that you would like to work with. Ultimately LinkedIn is a bit like the business version of Facebook. Instead of friends, you are looking for potential colleagues and collaborators. Keep this in mind, and stay professional and courteous.
- Remember that LinkedIn is Now a Publishing Platform: A key (new) thing to remember is that LinkedIn is not just a way to connect, but to way to spread your story. Even if you don't blog

there, you should be taking advantage of the ability to send regular updates to your network each and every day. Think relevant, useful content that doesn't always self-promote your own work, but rather adds value to your LinkedIn connections.

## **YouTube**

If you've never heard of YouTube, you have been living in a cave I likely can't get you out of. These days, anyone with a message to share should at least consider the power of video as an essential part of their marketing strategy. Importantly, though, video is not just limited to marketing. Video is also the personal way to engage your fans and show them the real you that may be harder to get across in writing.

Videos allow readers to better connect with you and to have a stronger sense of engagement with your material. If you are new to YouTube, the

first thing to do is to sign up with a username similar to that of your own name or the brand you are building with your story. Then, start uploading videos.

Again, depending on the story you want to share, video may or may not be entirely intuitive. But even if it's not intuitive, I do believe it's valuable. Ultimately, think of YouTube as another way to connect with fans, and another way to share your story where your fans are.

### **Quora, Google + and Other Social Networks**

Facebook, Twitter, Pinterest, LinkedIn, and YouTube are not the only social networks that you should have on your radar. Other social networks and new media networks, like Google+, StumbleUpon, Quora, FourSquare, or others might prove to be essential parts of building your brand and engaging with those you will change with your story. Over

time, I'd encourage you to dabble in these other networks to see what might or might not work for you. A good rule of thumb is to try one new service per month. If it's working, you can ever so slowly up your involvement.

Quora, for example, is a social network that might work quite well for folks looking to share their story with the world. As with many networks, the first step is in building a great profile. Make sure that your profile reflects who you are and what you represent as succinctly as possible. Once you have a profile set up on Quora, the next step is to dive into the experience of asking and answering questions. Quora is all about showing your authority, and when you are working to establish yourself, this can be a great place to do so. Search for questions that you think you know how to answer, and start showing what you know. Over time, the idea is that people will turn to you when they have a question

about your potential area of expertise. Asking questions on Quora is also an essential part of the service.

Keep in mind that, in building your brand as an expert in a certain area, you'll want to make sure to ask smart questions of those around you.

After all, asking smart questions that engage other influencers and that overlap with your area of expertise is the best way to get your name out there while also connecting with people in your area.

### **Reaching Your Offline Audience**

Some of you will find that your ideal audience isn't just online – but also congregates at key brick and mortar locales that it would be to your benefit to frequent. Take some time to think about where these places might be – whether they are in your area or not.

Some examples might be:

- Conferences
- Community Centers
- Churches, Synagogues or Groups that Meet at Centers of Faith
- Rotary Clubs, Affinity Groups of Any Kind
- Health Clubs, Gyms

In these offline spaces, there are some key ways you can work to reach your audience.

Here are a few strategies you may want to employ:

- Putting up Fliers that Introduce Yourself or Provide a Resource Offer

- Passing out Resources You've Created (a short audio CD, say, or a 10-page version of your story and what you can offer)
- Setting up Speaking Engagements
- Bringing and sharing business cards (obviously this works well in a conference venue, but that's hardly the only place that passing out business cards works. Take the example of one story-sharer, who made a habit of leaving business cards on empty tables in restaurants, cafes, and health clubs. It was a small investment with the hope that someone might happen upon his information and get in touch.)

Ultimately, think outside the box when it comes to introducing yourself to the world in offline venues, and always have an eye for a way to turn a casual contact into a potential follower or fan of your story.

We've gone through a huge amount of material in Step 4. Take a few minutes now to go through some of these key questions to ensure that you are grounding what you've learned.

- 1. Which tactics for reaching your network online are most intuitive to you? Although most folks live online to some extent these days, do you believe your audience resides in a mixed online and offline world – or does one space dominate the other?**
- 2. When it comes to reaching your audience online, to what extent do you already have an online presence where you can begin to share your story? Which aspects of the strategies for online reach will be particularly easy or difficult for you to carry out?**
- 3. Is reaching your audience offline a good strategy for your particular story? Think about the specifics of the story you**

- are sharing, and the kind of audience you are trying to attract. Are these folks found in local, brick and mortar places with more frequency than they might be online?**
- 4. What can you do today to begin to implement some of the ideas in the REACH step?**

## Step 5: E (Excel)



In the final step of the SHARE process, we'll look at how you can work to consistently improve upon and shape your message while you increase your reach. Remember that because so much of your audience likely is

online – (because even if you do find them in a brick-and-mortar space they will also be online users) – we’ll spend our time focusing on ways to particularly increase your reach in these venues.

Specifically, we’ll explore:

- The Fundamentals of Selling Your Story
- Guest Posting on Other Websites to Share Your Story
- The Power of Endorsements

Let’s get started.

### **The Fundamentals of Selling Your Story**

Although not everyone who wants to bring their story to the larger world is interested in monetizing the experience or in developing a

professional career, many of you reading this will be, and for that reason I want to delve into some of the key ways that you can go about working to sell the story you've worked so hard to craft and convey.

Let's look at a few main ways to best do so:

### **Sell Your Own Products:**

Possibly the oldest business model of all-time is also the most familiar: Selling your stuff. It's a concept we're all familiar with, and we see it play out from the corner lemonade stand to the garage sale down the street to the Power Bars in your supermarket.

The concept?

I have something you want, so I sell it to you.

Simple and straightforward.

When selling your story as a product, however, there are a few key questions to answer:

1. What am I going to sell that will truly share my story in a powerful way with the world?
2. How am I going to accept payment?
3. How will I let people know about my products?

Let's dig a little deeper.

1. **What am I going to sell?** Choose a product you can create that works with your story. For many folks, this may initially be some type of written resource like a self-published ebook. For some,

creating a video or audio product will be the best first bet. Others may find that directly diving into seeking paid speaking gigs or offering consulting or coaching services is the way to go. Most importantly, you want to ensure that the products and services you develop to sell *are in complete harmony with your story*. Any disconnect will lead to confusion on the part of your followers and fans, and confusion leads to distrust. We'll dive into the specifics of creating such products in a minute.

2. **How am I going to accept payment?** Ten years ago, would-be online entrepreneurs would have had to dream up some complicated work-around for customers to get them cash. Now, we've got a number of options. The easiest of course is PayPal, which will allow your customers to pay using their credit card, debit card, or PayPal balance. Go to [www.paypal.com](http://www.paypal.com) and click on "Business" for more information. PayPal can help you create "buy now" buttons for your site, issue invoices, and more, and it is easily integrated into your

blog or website.

If you outgrow PayPal, there are a number of shopping cart services you can check out, including [1shoppingcart.com](http://1shoppingcart.com), [Americart.com](http://Americart.com), [vshoppingcart.com](http://vshoppingcart.com), and many more. These services are more expensive than PayPal, but will add functionality you may eventually desire, such as affiliate management. Almost every major shopping cart site also comes with its own handy Wordpress plugin that you can easily add into your blog functionality to make it a seamless process.

**3. How will I let people know about my products?** When you get to the stage of selling your story, you learn quickly that marketing your story must be an essential part of your business plan. No matter how great the work you do is, if no one knows about it, they'll never buy from you. In the SHARE model, we've looked at the power of

online reach to help you market your story to the world. Remember that there are a myriad of things you may want to explore as you grow your online reach. Although you don't want to take them on all at once, some ideas to have in your back pocket include: spreading the word through forums, search engine optimization (SEO), Google AdWords, Facebook and Twitter advertisements, and a number of other methods. The key is to know beforehand how you're going to tell people about what you're selling.

Indeed, selling a product, or "information product" as they're known, is a natural extension of building your brand and your authority on a given topic. And it doesn't always take years of work to do so.

You're already targeting your audience and creating information, so sometimes creating a product is just a matter of pulling together information you've already written or recorded and repackaging it.

Here are some of the most common information products that historically sell well:

- **Consolidate blog posts on a certain topic into an eBook.** For instance, Darren Rowse's 31 Days to Building a Better Blog (<http://www.problogger.net/31-days-to-building-a-better-blog/>). This information was originally shared as a series of blog posts, and Darren repackaged them as a for-sale product. For an electronic service that can turn your individual blog posts into an ebook, check out [ebookburn](#).
- **Record a webinar, teleclass, or [unconference](#).** Hold a free call on your topic of choice, record the event, and then sell it as a digital download with a call guide or FAQ sheet. Make it professional, but don't worry about going overboard. People are paying for the information, not the packaging.

- **Record an interview with an expert.** Take advantage of someone else's expertise in your genre by interviewing them, recording the conversation, and then marketing the resulting audio to your readers. If your interviewee has a rabid fan base of their own, you may be able to capture some of them as well. Just make sure the interview subject understands that you will eventually be selling the product – and that you agree on if he or she should receive a portion of the proceeds.

When selling your information products online, you have tons of delivery options, including:

- [Clickbank.com](http://Clickbank.com)
- [E-Junkie.com](http://E-Junkie.com) (Likely my favorite, simply because I've used them the longest)
- Directly through Paypal or another payment processor

Each of these has their advantages and drawbacks, so you may have to do a little bit of research to figure out which is best for you. You can also find plugins in Wordpress that allow you to set up your own affiliate system directly.

Ultimately, the world of selling information products can sound a bit overwhelming at first, so focus at first on one product that shares the story you want to tell your audience, and work hard to make it great.

### **Sell Consulting, Mentoring or Coaching**

One of the hardest psychological jumps to make is the one where you stop begging people to let you tell your story, and you start charging people to let you do so. When considering mentoring, coaching, or

consulting, that's exactly what you're doing: charging folks to convey the expertise that your story shares.

Here are some questions to ask yourself when thinking about if you could be a consultant, mentor, or coach:

**Do I need to have any specific certification or education?** If you're an accountant, lawyer, doctor, or personal trainer, you need to be certified in your particular field. But to hang out your shingle as a coach, no certification is necessary. Do *you* have a shingle to hang? Is it written all over your website and talked about in every one of your speeches? I hope so;)

**Who would come to me?** If people are reading your blog, people would pay you to coach them. Not every blog reader will become a coaching client, of course, but a small percentage will – and as your readership grows, so will that percentage. That's why it's important

to build up your readership before you launch your coaching program; the larger your list, the larger your potential coaching client base.

**How much should I charge?** It really depends on your field, what your competitors are charging, and the format of your coaching or mentoring program. Typically, the more value you bring to a client and the more pressing their pain points, the higher rates you can charge. If you can help someone lose 20 lbs. in 30 days or make \$5000 in a week, you're going to be able to command more than you could for helping someone plan a beautiful, soothing Zen garden. Sad, but true (at least for those of us who love gardening)!

**What format should I use?** Coaches have been early adopters of online technologies such as webcasting, teleseminars, and more. With services like UStream, Freeconferencecall.com (which I actually think is better than most company conference calling systems), and Skype, you can transport yourself virtually to anywhere in the world. Some

coaches work strictly via email as well, which opens up even more doors! Ultimately it depends on your market. Take a look around and see what your peers are doing to get a good sense of what would work within your niche.

Although consulting is typically project-based, and varies widely from client to client, coaching or paid mentoring works a bit differently. For beginner coaches, one of the most effective first steps is to offer a low-price, fixed-term (4-6 week), group-coaching environment for 6-10 people.

For example, you could offer one structured call followed by a Q&A session each week, covering a certain segment of your topic. Use the experience to test your materials and gauge interest and response.

At the end of the time period, evaluate your process and either change things up or offer the same coaching program again. Over time, you'll be able to better target your offerings and raise your rates as you know – and deliver – exactly what your audience wants.

Importantly, remember to always get reviews from those you have offered your program to. If they are good – you can use them to help publicize your efforts and find more clients in the future. If they aren't so hot, you'll have valuable information about what you need to work on. (We'll talk more about the power of unending endorsements later.)

## **Members-Only Content**

We've gotten used to thinking that everything online is free. And, to some extent, this is true. But is the *best* stuff always free?

Not necessarily.

These days, many businesses are learning that while “free” is a great way to drive traffic, it’s not so good for making money. And consumers are learning that while “free” is great for the pocketbook, it’s not always so great in terms of quality. More and more online, people are being asked to pay for “the good stuff,” and you can do the same on your blog or website.

What can you ask people to pay for?

- Videos
- Deeper, more sophisticated content in the form of blog posts or email newsletters (I know one blogger who charges \$25 a month for his motivational emails, and it’s his main revenue stream!)
- Replays of interviews or Q&A calls

- Step-by-step tutorials
- Access to training materials such as worksheets, planning guides, spreadsheets, etc.
- Audios
- Continued access to a Members Only Blog site with some (or all!) of the above

Although it might sound strange to spend all this time building your blog only to go make it private (and hide it from the world) it can be very smart. Here are some keys when thinking about how to best structure a system for offering premium content:

- **Give a taste.** If you're offering training videos, show a clip to encourage folks to access the whole video. If you are selling audio courses, list a few bullet pointed "takeaways," or provide a sample

of the audio, like iTunes does. Give people an idea of what to expect and they'll be more likely to want to pay to play;)

- **Keep it simple.** Too many options confuse people, and a confused mind does nothing. Don't offer too many choices; keep it basic, especially at first.
- **Educate people.** Particularly if your story isn't a technical one, people may be hesitant to purchase something they think they can get for free. Emphasize the benefits of your material – convenience, quality, exclusivity, etc. Point out how your product is superior to others, or how it will save them time or money. Remember, even if you are repackaging content already available for free on your blog, you can sell it – after all, you've packed it in a new format. Tell folks they are happy to scour through years of blog posts if they want the content for free – but this is a paid, curated, prettified, version.

- **Include testimonials.** Give people a reason to trust you, and to say “Yes.” By including testimonials of satisfied customers on your blog, you can help potential purchasers get over the hurdle of making the decision to purchase. Video testimonials are especially effective, and no matter the testimonial format, make sure the person giving the testimony gives a clear call to action to the view: Go Sign Up!

Once you’ve figured out what you want to restrict people from seeing (and what you’ll be charging for), there are a number of ways to set up a private or semi private blog. There are some great Wordpress plug-ins (my favorite after reviewing a number of them is [WishList Member](#)) to restrict your whole site – or you can keep things very simple and just password-protect specific posts or areas.

In any case, just as a closed curtain makes us all the more intrigued, barring entrance to certain areas of your blog will make visitors curious about all the good stuff that might be happening behind the curtain – and maybe curious enough to sign up to see.

## **Be Everywhere: The Guest Posting Strategy that Will Increase Your Audience**

Whether it's a one-off post or part of a concentrated tour to promote a particular upcoming product, speech, or book you have, guest posting on other people's blogs and websites cannot be underrated as a way to position yourself in front a wider audience on a consistent basis. This should be an essential part of your strategy as you move forward in Step 5 to truly Excel. That said, here are some of the keys things to think about as you go about it:

## **Link Smartly**

It is critical in any guest post that any links out from the guest post to your own site be smartly placed, and smartly worded. Get people interested in clicking, and informed about the fact that you wrote a book, without seeming overtly promotional.

## **Include Your Ask Whenever You Can (But Don't Push It)**

When writing a guest post, you want to have an “ask” in mind. It may be every story tellers dream to write a guest post on the highest trafficked blog they can think of that would consist of one big ANNOUNCEMENT outlining how awesome they are, but that’s hardly the type of good, quality content that got that blog so highly trafficked in the first place. The reality is that good blogs want good content, they don’t want to give you free advertising

space. Sure, they're likely okay promoting you if it's in good taste, but you need to be careful. When you decide what ask you have in mind (be it to promote a speech you are going to give, a book you are going to launch, a new coaching program you aim to start), ask the blogger what would work, see what the blogger responds with, and always be grateful. Remember, a highly trafficked blog is always doing you a favor when they include your guest post, so play it smart. Finally – remember that it's critical to ask far in advance! This cannot be understated. Many blogs have their guest posts booked out months in advance.

### **Time Your Guest Posts Well**

Even when not doing guest posts as a part of a larger blog tour, you still want to time your guest posts well. Try to post on higher trafficked days of the week like Tuesday through Thursday (this will

depend on what the blogger allows, of course). Also, ensure that on the day you do a guest post on a high-profile blog you have good content of your own up on your site.

### **Get Others to Endorse You**

As I touched on when we talked about the power of great testimonials to sell your product and services, endorsements are key for your business – and they aren't just for authors.

Instead, anyone who is working to share his or her story with the world needs to think about the ways that other folks can further their aims through key endorsements.

To get them, though, you've got to ask. Luckily, this is easier than you might think. Since it's best to have ten spectacular endorsements than

100 mediocre ones, your best bet is to find your ten raving fans, and ask them as sweetly as possible for a great endorsement about your work.

Providing samples of what might work (and offering for them to merely tweak to best fit their feelings) is a great way to go, and enhances the likelihood of them completing the task.

- **Have a List on Hand of Your Best Endorsements**

Having a list on hand of the best things others have said about you can be invaluable. Whether you are filling out your Amazon page, pitching a guest post on a blog, asking to share your story at a conference, or pitching a media contact, using the endorsement of another is critical to pointing out your great work.

- **Make Existing Endorsements Social Media Friendly**

Don't just leave the endorsements in long-form. Also consider making them social media friendly. For some endorsements, and for some platforms (like Twitter), this will mean that you should work to cut down some of the best endorsements you already have. Did a great client give you a 150-word endorsement of how your story and your work with them changed their life? Great! Now shrink it to 140 characters (pending their approval, of course) so you can best use it.

- **Use Endorsements Everywhere You Can:**

It's key to make sure that you're making use of your endorsements everywhere you can. After all, you worked to get them, so now work hard to share them with the world. Here are some great places:

- **Put endorsements on your website.**

The beauty of social media is that it's usually shorter than "real life" writing, so your social media friendly endorsements will be as well. Some of those are great for web copy for a scanning reader. Create a list of 10 potential tweets or Facebook posts (make them shorter than 140 characters to save on work) that people could tweet out to support you, and place it on your site.

- **Tweet out (or post on Facebook) your own endorsements.**

Remember, marketing yourself is *not* bragging, so it's great tell the world what someone else said about your book. Include a link to where to find you, include the Twitter handle of the endorser so they'll see it (and hopefully retweet you), and schedule these regularly.

- **Ask others to share them on social media.**

Ask your fans, clients, and friends to share endorsements about you from time to time. (Either ones they themselves wrote, or ones they choose from your prewritten list of endorsements). You can do this when you're coming up on a big event (say you're about to speak somewhere, or you have a book coming out, or you are selling a new online product to help folks), or just a few times a year to keep your name out there. Create a short email template that you can use again and again asking folks if they'll write a social media endorsement of you that you can use.

Ultimately, remember that what others say about you often matters more than what you say about yourself – so getting them to speak highly of you is key in putting your best foot forward in front of your audience.

In Step 5 (EXCEL), we've covered an enormous amount of ground. Take a few minutes to reflect on some of the takeaways with the following questions.

**1. How are you feeling about the concept of “selling” your story?**

**Does it seem a natural outgrowth of your professional dreams? Why or why not?**

**2. Is there an obvious information product that you believe**

**your story lends itself well to? What is it?**

**3. Is coaching or consulting likely a key aspect of the way that**

**you would want to sell your story to a wider audience?**

**4. Do you understand the power of reaching a new audience**

**consistently by guest posting and getting your content onto other websites? Are there any clear blogs or websites you can immediately think of where you'd want to be featured? What are they?**

**5. Sometimes, asking for endorsements can be hard. Do you have a few raving fans in your back pocket who you could start with and approach first? Once you are able to post a few great ones, you can point back to those when asking for future ones as well.**

## Conclusion



We've come a long way in these pages, and there's been an enormous amount of information covered. Ultimately, my hope is that you are now more clear on the power of the story you have inside you, and more inspired to share this story with the world. The means by which you do

so, and the ultimate aims you have (whether or not they include monetization or building a new career), are up to you.

After you've taken some time to digest what you've read and to think more about what your next steps might be, one of the key things I want you to do now is to find other people doing the same thing as you are.

Other passionate folks who want to share their story with the world, and dream of creating a way to sell their message to a wide audience in order to truly enact change in the lives of others.

How can you go about finding such like-minded folks? Here are a few ideas:

- Join my course, [Share to Sell](#), which is designed to build off the ideas in this book and go more in-depth into how to develop your story, share it with the world, and earn your way in the process.

- Keep your eye out always for blogs and websites that feature individuals you want to emulate. Who is out there doing what you want to do? Find them, follow them, and contribute to *their* community. Many times this is the best first way to get your foot in the door with someone you want to be in touch with, but don't think will give you the time of day. Over time, try to reach out and a build a more personal connection.
- Also seek out blogs and websites of people who are at the same stage as you are. These are the types of peers you want in your corner, encouraging you along and helping to push you to reach your goals just as they work to reach their own.
- Finally, remember to always have your eyes open, always be willing to learn, and always seek new ways to best do so.

I wish you the best of luck in the journey to share your story with the world.

## Recommended Resources and Reading



Here is a list of some of the key resources discussed in the Share Your Story book and in the [Share to Sell course](#), as well as some others that you will want to check out.

## Resources:

### Great Blogs to Teach You About the Art of Blogging:

- Prologger: [www.prologger.net](http://www.prologger.net) Prologger is the most popular blog out there about how to navigate the waters of starting a blog and then turning it into a part-time and full-time income. Darren Rowse is the authority, and you're missing out if you're not following his site.
- Amy Lynn Andrews: <http://amylynnandrews.com/> I love Amy's wonderful tips and simple approach to understanding the murky waters of setting up a blog on Wordpress and maximizing it to produce revenue.

- Money Saving Mom: [www.moneysavingmom.com](http://www.moneysavingmom.com) Although blogging isn't the focus of this blog, Crystal Paine is one of the foremost professional bloggers on the web, and has a great series for moms interested in getting started with blogging.
- The Art of Non-Conformity: [www.chrisguillebeau.com](http://www.chrisguillebeau.com) This wonderful blog has tons of resources on building a work at home business, and Chris' free [279 Days to Overnight Success](#) is a great read about building a real blogging career.

#### Recommended Books:

- [What the Most Successful People Do Before Breakfast](#)
- [The Power of Full Engagement](#)
- [The Power of Habit](#)

- [How to Be Social](#)
- [The Willpower Instinct](#)
- [Be Excellent at Anything](#)
- [Early to Rise](#)
- [5 AM Club](#)
- [The Clockwork Muse](#)
- [Bird by Bird](#)
- [Accidental Genius](#)
- [Start](#)

And here are a few more things you might like:

- Get another free ebook from me by signing up for my email newsletter at [ClaireDiazOrtiz.com](http://ClaireDiazOrtiz.com).

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## About the Author



Claire Díaz-Ortiz is an author, speaker, and technology innovator who has been named one of the [100 Most Creative People in Business by Fast Company](#). Claire was an early employee at Twitter, where she was hired to lead social innovation, and where she still works today.

In Claire's work, she has been called everything from "[The Woman Who Got the Pope on Twitter](#)" (*Wired*) and "[Twitter's Pontiff Recruitment Chief](#)" (*The Washington Post*) to a "[Force for Good](#)" (*Forbes*) and "[One of the Most Generous in Social Media](#)" (*Fast Company*).

Claire is the author of several books, including [Twitter for Good: Change the World, One Tweet at a Time](#), which explores the TWEET model framework she is known for developing to help organizations and individuals best excel on Twitter. She has also written [Greater Expectations: Succeed \(and Stay Sane\) in an On-Demand, All-Access, Always-On Age](#), a handful of [ebooks](#), and [Hope Runs: An American Tourist, A Kenyan Boy, a Journey of Redemption](#).

She is a frequent international speaker on business, innovation, and social media at such diverse conferences as South by Southwest, The Mashable Social Good Summit, BlogWorld, Personal Democracy Forum,

and United Nations events. ([Go here](#) for a list of her past and upcoming speaking engagements.)

Her popular business blog at [www.ClaireDiazOrtiz.com](http://www.ClaireDiazOrtiz.com) boasts more than 100,000 monthly readers. She is also a [LinkedIn Influencer](#), one of 300 hundred global leaders chosen to provide original content for the LinkedIn platform.

Claire holds an MBA from Oxford University, where she was a Skoll Foundation Scholar for Social Entrepreneurship, and has a BA and an MA in Anthropology from Stanford University.

She is the co-founder of [Hope Runs](#), a non-profit organization operating in AIDS orphanages in Kenya. Claire also owns [Saving Money Media](#), a six-year old network of websites that help families live better on less.

She has appeared widely in major television and print news sources like CNN, BBC, Time, Newsweek, the New York Times, the Washington Post, Fortune, Forbes, Wired and many others.

Claire has lived on four continents and traveled to more than fifty countries. She used to run marathons, but now it makes her tired just to think about it.

She is a foster mom to a Kenyan teen, an [extreme introvert](#), and a crazy reader ([she reads 200 books a year](#)). She also boasts an unnatural passion for [tiny houses](#) and rooibos tea.

Find her via [@claire](#) on Twitter, on [LinkedIn](#), or join more than 40,000 newsletter subscribers to her blog at [www.ClaireDiazOrtiz.com](#).

## Interested in more?

Sign up for my [Share to Sell course](#) and use coupon code “2832” to  
get 25% off the purchase price!

Go here: <http://clairediazortiz.com/share-sell-course/>



The 5-Step Strategy  
*to*  
Shape, Share, & Sell  
Your Story to the World

**SHARE**

*to*

*Sell*

