



Global Farmer Network

“Take it to the farmer...” Dr. Norman Borlaug

GFN® Communication Master Class - Session 1d

- Delivering a shorter version of your personal story
- Who is listening to you?

HOW TO BREAK DOWN YOUR PERSONAL STORY?

You now have developed your personal story, but you won't always have 5 to 7 minutes to tell it. It's important for you to be prepared to tell it in much less time.

Here are a few tips to achieve a short and effective story:

1. Ask how much time you have, better to know firsthand than find out you must cut it short.
2. **Delivering you main message is the most important thing**, no matter how much time you have, you must be able to deliver it.
3. Think about who's listening to you. Different audiences connect to different things, who is your audience? (See next section)
4. Choose 1 or 2 turning points of your full personal story that you think will best connect with your audience in that particular moment.

YOUR AUDIENCE

Stories help us feel emotions that remind us of our values, they help us create a link with the people we are sharing it with.

You must make your audience a part of your personal story, so they receive your key message, accept it, and generate an outcome (call to action, transformational goal, or opportunity).

But your audience will be different every time, so you need to be prepared because different types of audiences feel different emotions and therefore, receive your key message in different ways.

FINDING YOUR TARGET AUDIENCE

Your audience is everything, but the “general public” is not specific enough and you will have to shift the way you tell your story depending on who is listening.

- Who did you have in mind when you wrote your story?
- Do they share the same values as you?
- Who is most likely to empathize with you?
- Who is most likely to respond to your call to action, help you on your transformational goal or offer something based on the opportunity you presented?
- Who is most likely to reject you?
- Where do they live?
- What are their ages?
- Do they have any contact with farming at all?
- Where do they get their information?

HOMEWORK

Identify different archetypes for several groups of people you might share your story with.

- Define who you are talking to.
- What motivates that group?
- What challenges complicate creating a connection to them?
- What can you do to really move them with your story? What can you do to convince them or to ask or offer them something?

GROUP	MOTIVATIONS	CHALLENGES	WHAT YOU CAN DO