7 Steps to Working A to B: Theme your Top & Tail - story example

Here's an example of how you can use the 7 steps to Top and Tail your talk – work from line A to line B.
The aim is to create a powerful/intriguing/fascinating/challenging opening line + create content that both tells your story and gives the viewer something. When you close, you refer back to your killer Intro with a powerful Close line to match – you 'book-end' the script...   *Always* start scripting here and take time to get creative…
Once you have this strong Intro/Close capability it is far easier to create logical flow – you know how you'll start, you know how you'll end – anything can happen in between! It's your script, you write it… so we never *know* you've *gone wrong* on screen **unless you show us or tell us with your 3 Vs distractions**.
As mentioned in the book – one of my fave Intro/Close stories was from a teen talk by an Australian police officer promoting a new road-safety campaign at a school motivation day. I was coaching them on confident speaking, he was shocking them in to wearing seatbelts, due to high teen road deaths at the time. He told me after - shock-tactics were the most effective to get his message across - gory and alarming statements hit home with kids and they acted on the message = result! His Intro and Close were so simple, yet powerful, I remember them today – so I've broken this down to show you can create similar impactful A to B story scripts for your videos using a simple 7 step process…

1. **Know your WHYs?** - who you're talking to + core theme + Newspaper Headline + CTA outcome

   ▶ *School teen drivers + wear seat belts + "Cars kill you, seat belts stop them" + kids join the campaign*

2. **Know your M³ Emotional + Actional Connections I'mPact** for scripting M³

   ▶ *"I am: Challenging + I can: Shock + I will: Awe them in to talking & taking action"*

3. **Create Intro Line A**: set the scene – challenge/ appeal/ awe = grab attention/ interact in the 3-7" Rule!

   ▶ *"I love my job, but you lot make it difficult at times… Hands up if you drove in to school today with your mates?… And without wearing a seatbelt?…–I could be having a huge issue with you going home today… Why? Because knowing 2,000 of you are killed on our roads every year because you don't wear seat belts is sickening. And you know what – I'm here to shock you in to wearing them and don't care if you don't like the story or pictures I show you today…*
   We're joining up with you to spread the news and kick-start our campaign to stop your car killing you.

4. **Create Close Line B**: Links directly to Line A + core theme = why it's important + what to do?

   ▶ *"Next time you're in a car - if you don't want it to kill you - Buckle up… then drive and survive!"*

5. **Once happy - focus on the Body** - you can connect credentials + viewer WIIFM aim + killer fact(s):

   ▶ *"I'm Officer Jones the road safety enforcer and I'm here to help save your life, by telling you – seatbelts can not only save serious injury in about half the crashes that occur – it's the law: you've got to wear seat belts every time you get in a car and you can lose your license on the spot if you and 2 mates aren't!"*
   ▶ He then covered his road safety **why, what, how and who** known off by heart, saying and awing as he wanted, allowing his best lines to spring to mind. He stayed on track even with tricky Q&A interruptions!

6. **Present Positive + Play!** – "if I lose my way, I pause breathe and go to my viewer **WIIFM Wrap up"**…

7. **Before Close Line B** - add immediate action/ promotion/ bonuses + **Link theme A to B + Call to Action**

   ▶ *"So I don't want to see any of you lot dead on my roads thanks – join our campaign and get your mates to join too, so you can all get home safe…"*

   ▶ *"You can sign up here now… I've got goodies for those who do and you can enter the schools campaign competition… STOP yourself from being a dead-flat-stat I have to scrape off the road today… Next time you're in a car - if you don't want it to kill you - Buckle up… then drive and survive!"*

MY NOTES...