

“Signatures that Stick: Crafting the Three Stories That Win Attention & Open Doors”

Get comfortable with being a storyteller. Storytelling is the most powerful skill that someone could have.

Storytelling: will also help in building an audience

Focus more on the creation of **ATTENTION**. *THE* most important thing in business.

“You walk into a 500-person mixer. What grabs **attention**? A pitch? A résumé? No—**a story** that human brains can’t ignore.”

Why Attention Is the New Oil

“If you don’t have attention, you have nothing.”

Attention is Oxygen. No oxygen, no fire. But once you have it, even a tiny spark—a single story—can light up the room

Tactic: High Level Storytelling

Attention>Funnels>Offers and Products

Can I get someone to care? how do I get that person to care to the thing I’m selling and what am I selling?

Most will start with the product and not spend much time on the buyer; you might end up building things that people don’t want, OR you build something that someone does want but you can’t get them to care. You haven’t mastered the skill of the attention side.

Focus on the skill of getting people to care, PERIOD, and ask them what they want and build what they want. Even if I built what they want we want to get them TO it. How do you harness attention, how do you get people to care

Garner attention, ask them what they want, find the gap in their life that needs to be filled and fulfill that need. Build the bridge.

Fundamental mistake: start at the end with the product.

“I think this is cool and I need money!”

Are you solving THEIR problem?

- 1970 → 2025: ads seen per day (500 → 5 000).
- Calloway on *Calum Johnson*: attention ≠ popularity; it's the gateway to trust.
- “Stories are the original attention device—used before currency, before writing.”

Neuroscience of Story Hooks

- Oxytocin spike when listeners feel empathy.
- “**Sensory + Struggle + Solution**” = retention rate 65 %, vs 5 % for data alone.

Introducing the Three Signature Stories

Table graphic: **Origin, Business, Pivotal Moment.**

Why each matters in networking:

- Origin = relatability
- Business = credibility
- Pivotal = memorability

The 4-Part Mini-Arc (*Hook → Struggle → Solution → Result*)

Example (Origin): “Raised by a single mom in Bogotá ... bootstrapped my first SaaS at 16 ... sold it for \$100 k ... now I teach others.”

Your struggle is not disqualification; it’s differentiation. If you cleaned tables at midnight to pay tuition, that’s your emotional thumbprint.

“Story Bank” habit (Google Drive / Dropbox)

Attention loves **consistency**, and consistency needs a **library**. Create a folder called ‘Story Bank’ —toss in voice-notes, screenshots of wins, even your grandma’s ‘I’m proud of you’ text.

‘We Forget Our Greatness’

“Your brain is like a phone on 2 % battery—it auto-closes apps (a.k.a. memories) to stay alive. That’s why yesterday’s miracle becomes today’s ‘meh’ unless you capture it.

“Ever forgotten a password you created **four seconds earlier**? That’s your hippocampus on espresso. Same thing happens to victories — document or lose ’em.

StoryBrand Overlay

Map each Signature Story onto Donald Miller’s grid: Character, Problem, Guide, Plan, Success.

Emphasize: “You are the **guide** in future product or service stories; start guiding with *your* journey first.”

Delivery Drills

- 30-sec cap timer.
- “3 C’s of Delivery”: **Cadence, Contrast, Connection** (eye contact or lens stare).
- Cadence: Timing & Pace (speed, pauses) “Breath beats buzz.”
- Contrast: Change that jolts attention “Shift or they drift.”
- Contact: Eye-contact & Authenticity “Look don’t Lecture.”

Breakout (virtual) / Pair up (in-person): 60-sec story swap, peer gives “Keep / Cut.”

Beyond Networking

- Pivot signatures into product copy, About-pages, social captions.

- Example: Origin Story → Hero section on homepage; Pivotal Story → brand trailer.

Storybrand says your customer is the hero, you are the guide. Your signature stories proved you survived the cave...so they trust you with the flashlight.

Recap & Challenge

“Collect 3 stories → record → post. Attention follows storytellers, not card-distributors.”