

*Dana Croy Presents*

# Step Out of Fear and Into Your Story



## Transformational Storytelling

for the Conscious Business Owner

[WWW.DANACROY.COM](http://WWW.DANACROY.COM)



# Welcome

I developed this course with the CONSCIOUS BUSINESS OWNER in mind, though it can be useful for anyone!

Through my years of working with the metaphysical community and my years of business, I have realized that many of us have fear in sharing our gifts, our stories and our offerings.

If this resonates, then this course is for you!

This course will teach you to use a traditional business tool - The Elevator Speech - to share your gifts. The planet needs you more than ever and these simple strategies and ideas will help you share your story with those who want what you have to offer. I invite you to Step Out of fear and Into YOUR story



*Dana*



# THE HUMAN SPECIES THINKS IN METAPHORS AND LEARNS THROUGH STORIES.

Mary Catherine Bateson, American Anthropologist

*Transformational Storytelling also known as the Elevator Speech:*

*What Is It and Can You Use It?*

*Typically a 30-second intro to you and your work. It is YOUR commercial. The length can vary. 30 seconds is the “norm”, but who wants to be normal? The 30-second rule is geared more toward business professionals at a career fair or at a networking function at a bar. But, we are SPIRITUAL beings and have a lot to say. Your speech can last as long as a 1-minute, but, keep in mind that the clock is ticking!*

THE ELEVATOR SPEECH:  
WHY DO I NEED IT? THERE ARE 4 REASONS TO  
CRAFT YOUR ELEVATOR SPEECH.  
1, 2, 3, 4 LET'S GET STARTED!

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*1. You get to talk about yourself.*

If I can tell you the one secret about people (including myself) that everyone should know it is this: We all love to talk about ourselves and what drives us above all other things. When we talk about who we are or what we do we should strive to be:

**CONFIDENT BELIEVABLE AUTHENTIC  
SINCERE TRUTHFUL AUTHORITATIVE**

*When you build these storytelling muscles you are doing more than learning to tell your story. You are building words that are so important INTO your story. You don't need me to give you permission, but I'm giving it to you anyway! Now, give yourself permission. Right Now. Today. IN. THIS. MOMENT. Permission to be confident, believable, authentic, sincere, truthful and authoritative! (Meaning you are an authority on your subject.)*



2. Next are TWO examples of “Tasha” the Tarot Reader’s Story. As you read through, choose. Choose which story you want to tell, which story you would tell, which story you want to hear and which story will make you ask for more. There can be only one.

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A.) Well, I do tarot readings..... I sort of channel these beings and connect to your spirit guide - if you believe in that kind of thing and the cards help but we don't have to use them if you don't want to. And, I do this thing called Reiki. You know Jesus? It's sort of like what he did but it's not really. See this man went to a mountain....I could read for you, if you want. No promises.....

## ONLY YOU CAN BRING CLARITY TO YOUR STORY



*OR B.) I'm a transformative guide for clients from all walks of life. I use many mediums including tarot and connection to our higher selves to assist my clients in finding their path. In addition, I am trained in several healing modalities including Reiki, which is an ancient hands on healing technique that allows for miraculous healing in the lives of those who utilize my services. I have my calendar and we can schedule you an appointment.*

WHICH STORY LEAVES YOU WANTING MORE?

Exciting and Life-Changing VS.  
Meandering: CHOOSE

Remember: When you are forced to condense your message into commercial length or the length of an elevator ride, you are forced to be concise in your messaging. Put yourself in the shoes of the listener. Do you want 5 to 10 minutes of listening to someone meander down the path of their very vague and foggy existence or do you want to hear something really exciting that could impact your life?

## ARE YOU CLEAR?

Don't let this thing kid you. It seems like a mundane business tool developed in some corporate office or educational institute. It probably was. However, it is a POWERFUL tool to bring CLARITY to your work and your SERVICE to others. •Do you know what you are offering? •Do you know what your gifts are? •Are you secure in that knowledge?

## DOES THIS MEAN YOU CAN NEVER CHOOSE THE MEANDERING PATH?

NO! You absolutely can. When you tell your story with these tools doors will open. They will make the listener want more and that will open the door for the longer road. Remember, this is your COMMERCIAL that makes the person want.....[fill in the blank].



*STEP OUT  
OF  
FEAR AND  
INTO  
YOUR  
STORY*



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3. When you lack clarity in your purpose, your business, your skills, your GIFTS you are blocking others from receiving.

You are a psychic, teacher, mystic, healer. If you are here, on this path, you have a GIFT to share with the world. There will be some people who do not want your gifts.

## FEAR

You cannot worry about those people. You cannot allow FEAR: lack of confidence, low self-esteem, past rejections, body/ appearance issues, past experiences, past failures,..... to prevent you from sharing your gift with those people who want, need, crave what you have to offer.

## IT'S NOT ABOUT YOU ANY LONGER.

Make it about them and sharing your gifts with THEM so that they can transform their own world! need, crave what you have to offer. It's not about you any longer. Make it about them and sharing your gifts with THEM so that they can transform their own world!



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IF YOU DO NOT HONOR YOUR GIFTS,  
SOMEONE ELSE WILL HONOR THEIRS -  
AND THAT PERSON WILL FIND SUCCESS.  
-ELIZABETH GIBLERT, BIG MAGIC



#### 4. Abundance and Prosperity

What comes to mind when thinking of abundance and prosperity? Is it money? Is it the ability to live your life freely with no worries? Is it the ability to give freely with no concern with your own financial state? Abundance and prosperity mean many things to many people. What do these words mean to you?

We all think of that long, long, long ago time when the mystics and the healers and the priestesses were taken care of by their community. Those. Days. Are. CHANGED. And guess what? That's okay! We use a different currency today than people used hundreds and thousands of years ago. It's called M-O-N-E-Y. Believe it or not, it gives us the ability to do more good in the world.

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As a group, spiritual practitioners, transformative thinkers, alternative healers struggle with this concept. This is purely an anecdotal observation. We have been to the mountain. We have lived in poverty. We have had our communities surround us and feed and house us.

## IN PAST LIVES, NOT THIS ONE



DO NOT ALLOW an OLD PARADIGM to rob you of your gifts, the ability to serve others and the need to have your own needs met. Step Out of Fear: Transformative Storytelling for the Heart-Centered Entrepreneur How does this tie into telling your story? Think about the previous steps. By talking about yourself, by finding clarity about what have to offer, by sharing that offering, by finding ways to put your fears in the back seat, you open the door to new a great things.

When we open the door to abundance and prosperity we also open the door to:

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- The ability to share our own resources more freely (think Micro-Loans)
- The ability to make wiser decision in spending (think Fair Trade)
- The ability to have and model healthy lifestyle choices (think more time to walk and exercise)
- The ability to study and learn in greater depth with those near and far
- The ability to quit our day job so that we can pursue our spiritually based business dream full time
- And, so much more



FEAR OF MONEY IS A  
FOUNDATIONAL FEAR. AND,  
UNTIL WE CAN RELEASE THIS  
FEAR WE CANNOT RISE TO MEET  
THE CURRENT NEEDS THAT FACE  
OUR WORLD.





*If you leave this class with anything, leave knowing that you have a gift and you must release your fears of sharing that gift and telling your story. The world needs your gifts. NOW. More than ever. But, you cannot live your BEST story and stand in your TRUTH if you are worried about making your house payment. Finally, there is an old proverb that states:*

PRAY TO GOD BY KEEP ROWING TO SHORE.

Keep rowing friends, heed the call and step out of fear!

THANK YOU FOR TAKING A CHANCE AND  
OPENING YOUR HEART TO YOUR STORY!

Visit my website at:

[www.danacroy.com](http://www.danacroy.com)

for more information on working with  
me to share your gifts with the world!