



**RON KANDELAARS**  
 Ron Kandelaars  
 Media  
**Co.Changemaker  
 Workshop:  
 SHARING YOUR STORY**

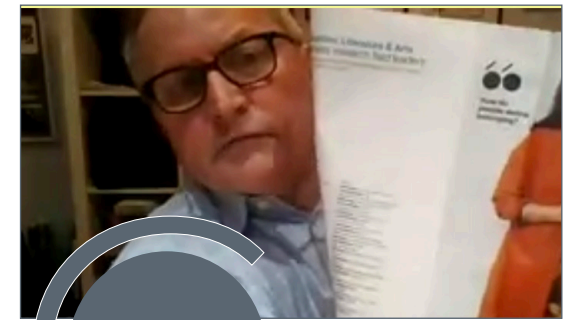
(2 hrs) November 12 : 9-11AM  
[www.ronkandelaarsmedia.com.au](http://www.ronkandelaarsmedia.com.au)



“When sharing your story - start with the end in mind.”



“Draw on what is valuable, personal insights and be brave.”



“Facts Tell but Stories Sell.”

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**Why is this bad?**



On Powerful Presentations:  
 Read it out loud before you present!

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**Why is this good?**



Powerful Opening:  
 Be quick! Elicit why you are passionate. Repetition is a good thing.

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**You need a strong beginning.**



Be remembered and structured. You don't have to say everything. It's like fishing - reel them in.

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**Give something of yourself**



How to engage with the media: Buy time. Remember the formula: Question = Answer + 1



**DEB KANDELAARS**  
 Author \ Writer  
**Co.Changemaker**  
**Workshop:**  
**SHARING YOUR STORY**

(2 hrs) November 12 : 9-11AM  
[www.debkandelaars.com](http://www.debkandelaars.com)



**“Relate to your audience. Write about what you know. Scribble down ideas. Take photos, listen to music. Find an ENDING to your story.”**

**“You need to know your material. It doesn’t matter where you start - it’s where you finish.”**

**“Humanise the story. Don’t give people anything that will distract you from your story.”**

**“Show - Don’t Tell. Be positive and dont do the hard sell.”**

- QUICK TIPS:**
- + Think about the finished product.
  - + Get any words on paper.
  - + Allow yourself to not have doubt about what you have written.
  - + Don’t edit as you go along.