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Key Takeaways

Find Your Specialty

Identify the unique combination of traits and skills that makes you memorable.

Start in the Middle

Hook listeners by beginning with the most intriguing moment of your story.

Go Deeper

Use thoughtful questions about sensitive topics to deepen your connections and understanding.

Activity 1

Map Your Brand

List three traits, skills, or experiences that make you who you are. Reflect on how these qualities work together. What makes your particular combination unique, and how could you share it in a way that helps others remember you?

Activity 2

Rewrite Your Opening

Choose a story you often share. Identify its most surprising, funny, or dramatic moment. Rewrite the opening to start there, then add the background afterward. Tell both versions to a friend. Which version makes them more curious to hear what happened next?

Activity 3

Ask Beyond the Facts

Choose a potentially sensitive topic, such as money, family, or religion. Turn a factual question into one that invites a personal story. For example, instead of asking, “Are you good with money?” ask, “What did your family teach you about money growing up?” How does asking about someone's experience change the conversation?

Today's Tip: Notice Who You Become

After a date or conversation, ask yourself, “What side of me did they bring out?” Did you feel playful, confident, and curious, or insecure and withdrawn? The answer can reveal more about the quality of an interaction than simply asking whether you liked the other person.