

KEVIN MARIUS

SPEAKER | AUTHOR | CREATOR



THE S.T.O.R.Y. METHOD™

Quick-Start Guide

Turn what you have lived into a clear message that builds authority and opportunity.

YOUR STORY IS YOUR STRATEGY.

Your past is not a liability. It may be your greatest leadership asset.

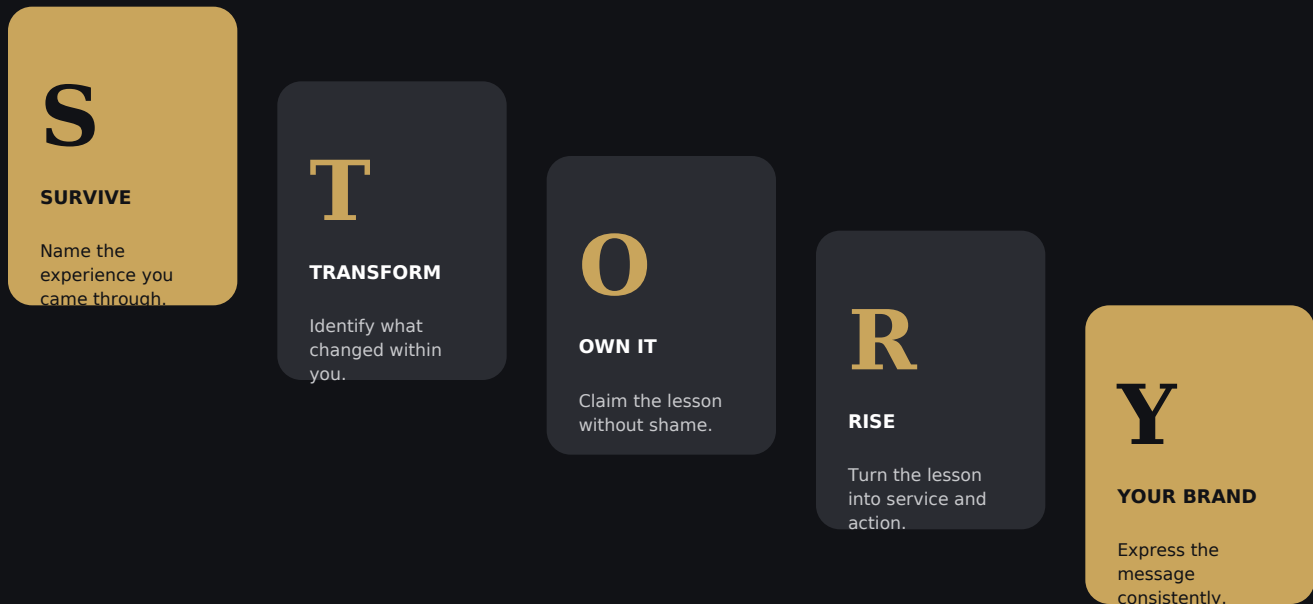
Your experience has already shaped how you think, lead, solve problems, and serve others. The challenge is not whether you have a story. The challenge is recognizing the lesson inside it and expressing that lesson clearly.

The S.T.O.R.Y. Method™ helps you move from lived experience to trusted authority. Use this guide to identify one meaningful experience, uncover what it taught you, and begin turning that insight into a message only you can deliver.

BEFORE YOU BEGIN

Choose one experience that changed how you see yourself, leadership, business, faith, resilience, or service.

Five steps from experience to authority.



The goal is not to tell every detail. The goal is to extract the lesson, connect it to the people you serve, and communicate it with clarity.

S Survive

Name the experience you came through.

WHAT THIS STEP MEANS

Survival is not the final message, but it is the evidence that you have lived something worth examining. Begin with the facts. Name the season without allowing it to become your permanent identity.

REFLECTION

What happened, and why did this experience matter?

What did this season require from you that you did not know you possessed?

YOUR NEXT MOVE

Write the experience in three sentences: the situation, the pressure, and the decision you made.

T Transform

Identify what changed within you.

WHAT THIS STEP MEANS

Transformation is the internal shift created by the experience. Look beyond what happened and identify how your thinking, behavior, standards, or leadership changed because of it.

REFLECTION

What belief changed because of this experience?

What can you now see, do, or understand that you could not before?

YOUR NEXT MOVE

Complete this sentence: This experience taught me that...



Own It

Claim the lesson without shame.

WHAT THIS STEP MEANS

Ownership means accepting that your lived experience is part of your credibility. You do not need to expose every private detail. You do need to stop minimizing the lesson you earned.

REFLECTION

Which part of this story have you been tempted to hide or dismiss?

What makes you qualified to speak about this lesson?

YOUR NEXT MOVE

Choose the details that serve the audience and protect the details that do not.

WHAT THIS STEP MEANS

Rising moves the story beyond you. The question changes from "What happened to me?" to "How can what I learned help someone else move forward?"

REFLECTION

Who is currently facing the problem you learned to navigate?

What decision or action could your message help them take?

YOUR NEXT MOVE

Describe the person you want to help and the result you want them to experience.

Y Your Brand

Express the message consistently.

WHAT THIS STEP MEANS

Your brand is the expectation people form when they encounter your work. A clear authority story connects your lived experience to a repeatable belief, message, and transformation.

REFLECTION

What do you want to become known for?

Where could this message live: a talk, newsletter, workshop, video, book, or offer?

YOUR NEXT MOVE

Choose one channel and share one version of your message within the next seven days.

Turn the lesson into one clear sentence.

Use the formula below to connect your experience, the people you serve, and the

THE FORMULA

Because I learned _____ through _____, I now help
_____ move from _____ to _____.

Draft your authority statement:

What is the one belief you want people to remember?

CLARITY TEST

Can someone understand who you help, what you believe, and why you are equipped in less than 20 seconds?

Your story becomes strategy when you use it.

01 Choose one audience

Decide who most needs the lesson you uncovered.

02 Share one message

Publish a post, record a short video, or tell the story in a room.

03 Notice the response

Pay attention to the questions, emotions, and opportunities it creates.

04 Build from the signal

Develop the message into a talk, workshop, newsletter, or offer.

Your Story Is Your Strategy.

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Speaker | Author of Unbreakable | Creator of The S.T.O.R.Y. Method™