

# Kami Guildner: The Power of Stories in Your Business, Episode 287

## In this Episode:

- Kami talks about how important it is to bring stories into our messaging and into our brands
- Why we need to get into our client stories and understand why our customers come into our business
- She shares her story of how she overcame her fear of speaking in front of a group of people
- How her business and community grew and her relationship with her clients got deeper when she learned to love to speak and started sharing her stories
- The importance of creating white space so we can bring our best leadership and best thought
- The two types of messages we see on social media

## Notable Quotes:

“Stories are an intricate part of who we are, and it makes us memorable amongst all the noise out there.”

“We fall in love with souls, not faces.”

“Our stories are the window to our soul.”

“If we trust that the right story will come up, it will.”

“Storytelling is an essential element in your brand and how you attract people into your business.”

“Rich stories in your brand are the cornerstone for building your own communities and growing your bottom line.”

## Questions To Ask Yourself:

1. What do your customers care about? What do they aspire to?
2. What do they need to know that they don't know? OR
3. What false beliefs do they have?
4. What do your soul clients need to believe in order to say yes to working with you?
5. What are the conversations your soul clients are having right now?

## Resources:

**Kami Guildner** – Storyteller, connector, and coach for Women - Helping extraordinary women raise up their voice, visibility and business.

**Website:** <https://www.kamiguildner.com/>

**Facebook:** <https://www.facebook.com/kamiguildnercoaching/>

**Instagram:** <https://www.instagram.com/kamiguildner/>

**Youtube:** [https://www.youtube.com/channel/UCshq\\_YaaXUIwJzYduQqh4ww](https://www.youtube.com/channel/UCshq_YaaXUIwJzYduQqh4ww)

**LinkedIn:** <https://www.linkedin.com/in/kamiguildner/>

**Apply for a complimentary coaching session with Kami:**

<https://www.kamiguildner.com/apply/>

**Join the Extraordinary Women Connect Facebook group facilitated by Kami Guildner:**

<https://www.facebook.com/groups/1386664118079263/>

The Extraordinary Women Connect Facebook group is a place for powerful connections and collaborations. It is a place to learn how to #RaiseUP your voice, your visibility and grow your business to that next level. It is a place to be inspired, uplifted and fired up for action. It is a place to lean in, ask for support and celebrate one another. Because together, we're better!

Link to this show: <https://www.kamiguildner.com/ewr-kami-guildner-eps-287/>

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