

Men Wanted for Hazardous Journey

Small wages, bitter cold, long months of complete darkness, constant danger, safe return doubtful. Honour and recognition in case of success.

Quick: where were you as you were reading the above paragraph? Were you still in your chair simply looking at the screen of your laptop/iPad/whatever device you're reading this on? Or were you beginning to hear the creaks of the ropes and pulleys of the tall ship pictured on the right?

The opening paragraph comes from the famous advertisement written by Ernest Shackleton, an explorer who led numerous expeditions to Antarctica in the early twentieth century. To say that Shackleton's advertisement was highly effective would be a big understatement. After it was published, **more than 5,000 men** applied for the job. Why? Because Shackleton understood human nature. He knew that writing just another advertisement would do him little or no good. That's why he told a story people could step into. A great story in only 26 words.

In choosing to live a Yunique life, failure is a real possibility. Most people understand that. What most people don't seem to understand is that there's something even worse than failure in life. Its name is regret. If you never try to live a Yunique life, you'll likely leave this world with your finest song still in you.

Don't wait passively for the world to notice what you're doing. Tell Yunique stories. Why? Because **we are more open to ideas expressed through stories**. Our minds not only yield to the suction of stories, they're thirsty for it. Not convinced? Consider this: aren't you constantly on the lookout for stories you can step into?

One of the biggest challenges people face in growing their businesses is this: they fail to appreciate the importance of telling their stories well. And if purposeful storytelling is not your strong suit, why wouldn't you hire a professional to help you articulate your stories? Even Steve Jobs did it. It's easy to forget that.

Jenan, Dec 26, 2012