

60-second “#MyWhy” video template

“My name is _____”

“And I’m from _____”

Motivation/problem (b4 TM):

How TM helped you:

(hold up sign)

“And that’s my why.”

60-second “#MyWhy” video template

Your Toastmasters story could motivate others to join the path to maximizing their potential!

Follow these easy instructions to share your #MyWhy story with the world:

1. Record a one-minute (or less) video telling your story.
 - a. During the first 30 seconds, **explain your motivation or the personal or professional challenge you faced.**
 - b. Then spend 30 seconds **explaining how Toastmasters has helped you** (30 seconds for each part is not critical but try to keep the total length to about 1 minute, or under 150 words, typically. You don't have to write it out! *Be excited and be yourself*, like you are talking to a friend).
2. **At the end of your video, hold up the #MyWhy Sign and say, “And that’s my why!”** If you can't print the sign, write #MyWhy on a piece of paper or hold up the sign on your phone. Link to #MyWhy sign: <http://bit.ly/mywhysign>
3. To **share your video** with friends and family, post it on your personal social media pages with hashtag #MyWhy and tag Toastmasters International. Make your post public so the world can hear your story!

Example: Diane Windingland’s MyWhy video



Link: <http://bit.ly/dianemywhy>

Or use QR code reader, or on an iPhone, open your camera, point it at the code & then click on the notification to go to YouTube

Actual transcript of 1 -minute video, 143 words:

I'm Diane Windingland from Saint Paul, Minnesota. When I visited a Toastmasters club several years ago, I had no interest in being a better communicator or leader. I was a stay at home mom, homeschooling my kids, but I knew that communication and leadership skills would be important success skills for my children. So, I hauled my then 14-year-old son to a Toastmaster meeting. Of course, they told me he was too young to join, but they let him give a few speeches on one condition. I had to join the club. I did. And even though my knees shook uncontrollably on my first speech, the members encouraged me with positive words and helpful ways to improve. Because of Toastmasters, I developed a career in communication, and I look forward to giving presentations that can help others find their voice. That's my why.