

TELLING STORIES | WORKSHEET

Why do I want to tell stories?

STEP 1: CHOOSE YOUR STORY TYPE

YOUR HERO STORY: how you transformed & why you care

Questions to create YOUR Hero Story:

What's a skill or strength you learned from your first job/car/relationship/big decision that you still use?

What was the moment you first started caring about your topic in your own life?

What is a difficult challenge you've had to overcome to get to where you are now?

What's something most people don't know about you?

My Answer to One Question:

THEIR HERO STORY: how someone like them transformed & why they should care

Questions to create THEIR Hero Story:

Who is someone who went from stuck to success in this area?

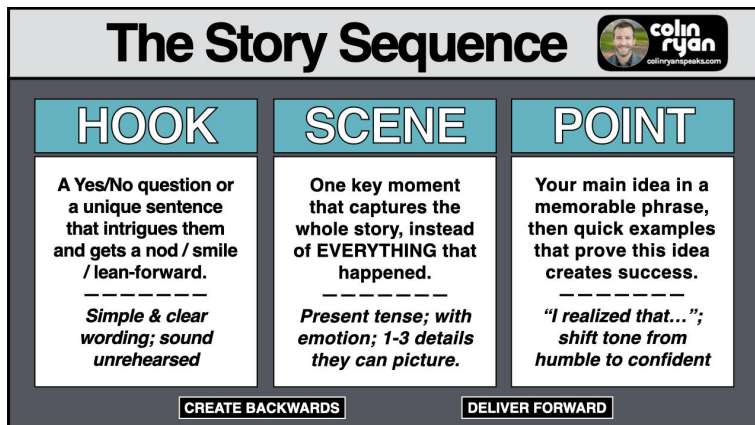
What were they like before the problem? (Show their pain: shoulders hunched, bags under their eyes, discouraged, frustrated)

What lesson did they learn that got them unstuck?

What were they like after solving the problem? What exactly did they say that shows their transformation (and makes your point for you)?

My Answer to One Question:

STEP 2: CREATE YOUR STORY (BACKWARDS) WITH THIS 3 STEP SEQUENCE



POINT (Ending):

SCENE (Middle):

HOOK (Beginning):

STEP 3: DELIVER YOUR STORY (FORWARDS)

Craft the language a bit here, make it flow, and remove extra info that distracts from the point.

HOOK:

SCENE:

POINT:



A story becomes successful when it has a touchstone, a memorable image, a clear message, and a measurable result.