

Story Telling Secrets Workbook

Since before the English language was created people have been telling stories to illustrate points that leave images burned into the minds of the people who have heard them and they are passed on from generation to generation

In sales and marketing the phrase “**stories sell, facts tell**” has become popular and that’s for the very reason that in today’s social marketplace storytelling is very effecting for branding and for selling.

There are 2 things that you need to master

1. Realise your story is your greatest asset
2. Learn how to craft and tell your personal story

When you become a compelling communicator you will be able to burn your message, pitch and ideas into the hearts and minds of your prospects, followers, fans and customers.



There is a simple formula to craft and tell your story. Once you understand the outline of how it works then with practice and the more you tell it the more powerful it will become and the more it will influence the people who hear it.

Here’s how it breaks down.

- What it was like
- What happened
- What it’s like now

The secret to crafting and artfully telling your story is to simplify a lifetime of experience down into a few minutes. The simplest way to do this is to first identify **who** you’re trying to influence, **why** you want to influence them and **what** you want to influence them to do.

Every time you do a presentation, a webinar, a livestream or speak to an audience of any kind – and you plan on telling your story – you should be clear on these three things. It will help you to create the right emotional bridges in your story.

Who do you want to influence?

Why do you want to influence them?

What do you want to influence them to do?

How To Bridge Your Story Emotionally

What it was like : The first part of your story needs to demonstrate pain and struggle and create an emotional bridge to desperation (aka the problem)

What happened : The second part of your story needs to demonstrate a solution was discovered and create an emotional bridge to hope and possibility (aka the solution)

What it's like now : The thirds part of your story needs to demonstrate results and positive outcome and create an emotional bridge to confidence and certainty (aka if they do what you did, they'll get what you've got)

Your Story

What it was like :

What happened :

What it's like now :
