



# Storytelling Mastery Overview

## Secrets to WOW Every Audience With Your Story

**MAIN CHARACTER** — This is your central character. Your audience should relate to this person's personality and circumstances. The story revolves around this character's journey:

1. Living a **NORMAL LIFE**
2. Encountering an unexpected **PROBLEM**
3. Creating a **NEW GOAL** to manage the Problem
4. Struggling to overcome **OBSTACLES** to achieve the New Goal
5. Meeting a **GUIDE** who provides **NEW WISDOM**
6. Using the **NEW KNOWLEDGE** to take **NEW ACTION**
7. Overcome the Obstacles and **ACHIEVE** the Goal
8. Live a **NEW** and **TRANSFORMED** better life

**EVERYDAY LIFE** — Begin your story showing your Main Character's normal life. This gives the listener context and sets the stage for the challenges to come.

**INCITING INCIDENT** — This experience introduces a change in the Main Character's life, typically one this person doesn't want to deal with. It pushes your Main Character out of a comfort zone, and introduces the tension which leads to greater conflict.

This conflict exposes the audience to the Main Character's initial Negative Emotions. These will build listener empathy for the character.

**NEW GOAL** — This is a new objective the Main Character creates to overcome the problem. Initially it may seem easy to accomplish, but quickly becomes too difficult to manage alone.

**SPECIFIC DEADLINE** — This is a specific date or time by which the New Goal must be accomplished. This adds to the tension and conflict.

**THE GUIDE** — This is the individual who provides the System, Formula, or Plan which will solve the Main Character's problem. In a business story, you are The Guide who helps your clients overcome their problems.

**NEW LIFE** — This is the new existence the Main Character is living after succeeding in overcoming the obstacle and achieving the goal.

This scene illustrates the victory wasn't a one-time event because the Main Character has permanently adopted the new wisdom and is living a more enlightened and better life because of it.