



Storytelling Foundations

5 Steps to Memorable Stories That Increase Your
Influence and Persuasion

Story Playbook

Client Success Stories

Most people mistakenly believe that they aren't 'salespeople.' The reality is, every day you're selling — persuading others to your way of thinking, convincing your family where to have dinner, or influencing your work associates to adopt new ideas.

With an effectively structured story, you can accomplish these objectives, and more.

Client success stories are one of the most powerful communication tools available to you. It focuses on the journey of a client who was struggling to overcome a problem. Because of the idea, service or product you provided, the client overcomes the problem. This individual is now living a better life because of the solution you provided.

This playbook is not designed for you to create a masterpiece in one sitting. Your story will take time to create, modify, and internalize. However, with the five foundational elements in this playbook, you'll create version 1.0 of a story that is ready to be shared with others.

To give you a head start, think about the point of your narrative and the desired outcome for your story. What do you want listeners to think, feel, or do differently by the time it's over?

Think about a client or customer whom you've helped. Use their experience in your story.

Video 1 - Characters

Who are the characters in your story?

Who is your MAIN CHARACTER?

(This is the individual who undergoes the journey of transformation from struggle to success)

What are three distinguishing characteristics of this characters?

(Clothing style, manner of speech, attitude, etc)

1. _____

2. _____

3. _____

How is your MAIN CHARACTER relatable to the audience?

Who is your GUIDE and what makes this person important to the MAIN CHARACTER?

(This is the individual/entity who provides the solution to the MAIN CHARACTER'S obstacle)

VIDEO 2 - CIRCUMSTANCES

What are your MAIN CHARACTER'S CIRCUMSTANCES?

What is the MAIN CHARACTER'S comfortable, everyday life before encountering the problem?

What is the INCITING INCIDENT which pushes the MAIN CHARACTER out of the comfortable, ordinary life?

What is the first goal the MAIN CHARACTER creates to get back to the comfortable, ordinary life?

Is there a deadline? If so, what is it?

VIDEO 3 - CONFLICT

What are the CONFLICTS created by the situation?

What is the MAIN CHARACTER'S external CONFLICT?

What is the MAIN CHARACTER'S external CONFLICT?

How does the DEADLINE increase the CONFLICT?

What is low-point moment for the MAIN CHARACTER?

How is the GUIDE introduced into the story?

What WISDOM / INSIGHTS does the GUIDE provide?

VIDEO 4 - Success

Describe the MAIN CHARACTER'S SUCCESS

What was the new GOAL created by the MAIN CHARACTER and the GUIDE?

How did the MAIN CHARACTER initially struggle with the GUIDE'S suggestions?

How did the DEADLINE impact the MAIN CHARACTER and increase the CONFLICT?

What was your MAIN CHARACTER'S specific moment of SUCCESS?

What happened in the MOMENT your MAIN CHARACTER realized the goal had been accomplished? (What did the character do or say? What were the character's inner thoughts? How did the character feel?)

VIDEO 5 - THE NEW LIFE

What is the NEW LIFE? How has your MAIN CHARACTER TRANSFORMED?

What is the EXTERNAL transformation?

What is the INTERNAL transformation?

What does the MAIN CHARACTER say and do to Demonstrate the change is permanent and positive?

HIGH IMPACT STORY MODEL

One day _____ is _____.
[MAIN CHARACTER] [EVERYDAY LIFE EXPERIENCES]

Then _____ occurs. This makes _____ feel
[INCITING INCIDENT] [MAIN CHARACTER]

[NEGATIVE EMOTIONS]

_____ also inspired _____ by _____.
[INCITING INCIDENT] [NEW GOAL] [SPECIFIC DEADLINE]

_____ tries to accomplish _____ but struggles to accomplish it by
[MAIN CHARACTER] [NEW GOAL]
him/her self.

At this point, _____ meets _____ who provides
[MAIN CHARACTER] [THE GUIDE]

_____ and _____.
[SYSTEM/FORMULA/PLAN]. [A MORE INSPIRATIONAL GOAL]

_____ implements _____ and after initial
[MAIN CHARACTER] [SYSTEM/FORMULA/PLAN]

struggles, begins to experience success.

_____ accomplishes _____ by _____.
[MAIN CHARACTER] [NEW GOAL] [SPECIFIC DEADLINE]

Because of this success, _____ is living _____ and feeling
[MAIN CHARACTER] [NEW LIFE]

[NEW POSITIVE FEELINGS]

Resources

52 Storytelling Insights (weekly 5-minute audio lesson)

<https://speakingcpr.com/52-storytelling-tips/>

BOOKS:

THE Book on Storytelling

<https://www.amazon.com/Book-Storytelling-Increase-Influence-Stories-ebook/dp/B00X6NZCWY>

Kindle Book Series — Sell More With Stories

FREE REPORT:

Are You Committing the 7 Deadly Storytelling Sins?

<http://bit.ly/7StorySinsReport>