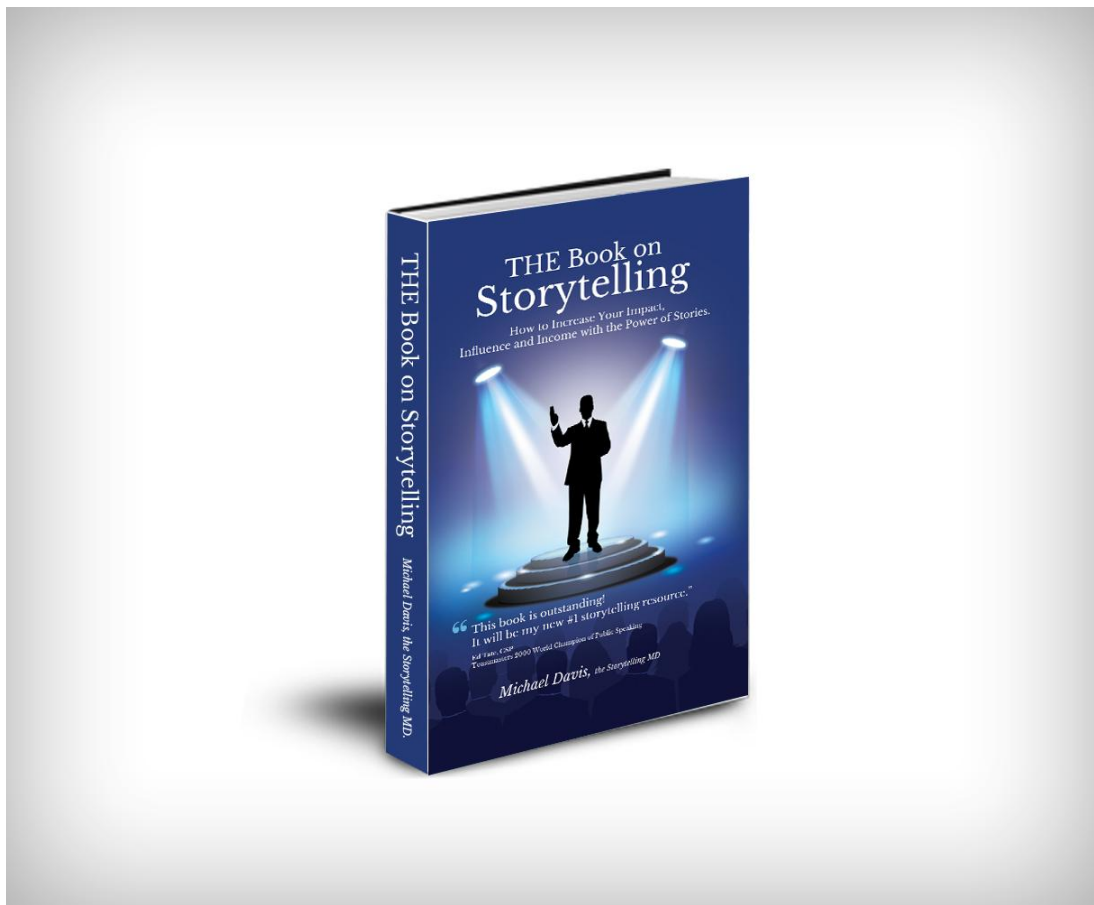


# THE Book on Storytelling *Playbook*



By Michael Davis, *the Storytelling MD*

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# **THE Book on Storytelling *Playbook***

*How to Increase Your Impact, Influence and Income with the Power of Stories*

## **Introduction**

This *Playbook* was created to guide you through the Action Steps of **The Book on Storytelling**. At the end of each step, use this playbook to record your thoughts, or to perform the suggested exercise.

Before you begin complete the *12 World Class Speaking Competencies* form at the end of this playbook. This form will serve as your report card throughout the book. Don't labor over these questions. Give the first answer that comes to mind.

To track your progress, answer the questions when you reach the halfway point of the book (Step 27), then again after you complete it. This will help you determine in which areas you've experienced the greatest growth.

For additional perspective on your skills, ask someone who regularly sees you speak to also answer the questions for you. That person may see areas of growth that you are overlooking.

The Actions that follow correspond to the lessons you are learning in **THE Book on Storytelling**. Not every Step will have a related action in this playbook, but most do.

Have fun as you progress through the book, and always remember that **you have a story that *someone* needs to hear.**

Action: *Your Story File* (Steps 1 and 4 through 7)

**Create Your 5-Part Story File**

There is no right or wrong format. The 5-Column format works well to help you catalog your stories, as well as the messages you can create from them.

**Column One:** The most important lessons you've learned in your life.

**Column Two:** Stories you associate with the lessons from Column One.

**Column Three:** Emotions you relate to the stories from Column Two.

**Column Four:** List each the characters in each story.

**Column Five:** The change(s) you experienced as a result of the incident(s) in each story.

<u>Story</u>	<u>Lesson(s) Learned</u>	<u>Related Emotions</u>	<u>Characters Involved</u>	<u>Changes Experienced</u>

<u>Story</u>	<u>Lesson(s) Learned</u>	<u>Related Emotions</u>	<u>Characters Involved</u>	<u>Changes Experienced</u>
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Action: TV, Movies, Videos (Step 2)

Watch TV shows, movies and videos from a storytelling point of view.

What are common elements that appeal to you:

- Which emotions did the story stir in you?
- What type of humor did you enjoy?
- How did the story change your point of view?

Story: \_\_\_\_\_

What about the story appealed to you: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Story: \_\_\_\_\_

What about the story appealed to you: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Story: \_\_\_\_\_

What about the story appealed to you: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Action: Discover Your Story, Part 1 (Step 3)**

Answer Randy Harvey's three questions. Periodically review these questions. If your answers have changed from the last time you responded, the change represents a possible new message to share.

**Question #1 – Who are you?** \_\_\_\_\_

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**Question #2 - What are you about?** \_\_\_\_\_

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**Question #3 - Where did you learn these values?** \_\_\_\_\_

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Action: *Stories of Hope* (Step 8)

In your story file, record incidents when people gave you hope. Don't censor yourself; write/type those experiences when an encouraging word from a stranger, a lesson from a mentor, or feedback from someone changed your perspective.

For example, *'When I was in first grade, Aunt Minnie encouraged me to become a more confident reader by helping me read every day after school.'* Or, *'In my first sales job, my manager Ted encouraged me to persist. He reminded me I was doing everything correctly, and that eventually someone would buy. He was right.'*

Incident: \_\_\_\_\_

New perspective you experienced: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Incident: \_\_\_\_\_

New perspective you experienced: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Incident: \_\_\_\_\_

New perspective you experienced: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



Action: *Choose Your Story* (Step 9)

Review your the messages in your story file. Determine which one resonates with you most strongly **today**.

List the reasons why it impacts you now.

Lesson : \_\_\_\_\_

Why does it appealed to you now: \_\_\_\_\_

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Stories related to this lesson: \_\_\_\_\_

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Stories related to this lesson: \_\_\_\_\_

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Action: *Develop Your Mastermind* (Step 10)

Create your first peer group.

Step 1: What strengths you bring to the group \_\_\_\_\_

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Step 2: Which areas are least strong \_\_\_\_\_

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Step 3: Who can complement your weaker areas. What are their areas of strength? \_\_\_\_\_

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Action: *Then, Now & How* (Step13)

With the story you chose in Step 5, use it to create a *Then, Now & How* story.

For the *Then* portion, describe the emotions the main character felt *before* the change occurred. The more intense or difficult the emotions, the better the story.

For the *Now* portion, describe the emotions and results experienced *after* the change.

For the *How* portion, describe the solution(s) that inspired that change – whether it’s a product, an idea, concept, or some other solution. Also how the change occurred.

Then: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Now: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Action: *Your Foundation Phrase* (Step 14)

Create the first version of your Foundational Phrase. As you test and receive feedback, record updated versions here:

Version 1: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Version 2: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Version 3: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Version 4: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Version 5: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Action: *Record Feedback* (Step 15)**

Test your story with an audience. Ask for feedback. At the very least, ask them to answer three questions:

- 1) What did you like best about the story; what stood out?
- 2) Is my message clear?
- 3) What can I do to improve?

Feedback from your audience

*What did you like best about the story; what stood out?* \_\_\_\_\_

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*Is my message clear?* \_\_\_\_\_

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*What can I do to improve?* \_\_\_\_\_

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**Action: *Your Big Promise* (Step 16)**

Create the first version of your Big Promise. Tell your audience exactly what they'll receive, as well as the ultimate benefit.

Test with an audience. Ask them if the Big Promise is clear, and if it appeals to them. Adjust and test again.

What is your Big Promise? \_\_\_\_\_

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Feedback from the audience \_\_\_\_\_

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Adjusted version of your Big Promise? \_\_\_\_\_

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Feedback from the audience \_\_\_\_\_

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Action: *Creating Curiosity* (Step 17)

What questions are you creating in the minds of the audience?

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Which questions have you left unanswered?

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**Action: *Share Your Story* (Steps 18 & 19)**

It's time to present your story again. This time, ask for answers to these questions:

Did you feel curious early in the presentation? Did I create a desire for you to hear more? How could I better create curiosity? \_\_\_\_\_

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How was your curiosity satisfied? \_\_\_\_\_

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How did you feel about the level of detail? Too much? Too little? \_\_\_\_\_

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Action: *Check for the Senses* (Action 20)

Review the word usage in your story. Replace generic words or phrases with specific sensory words. Include as many of the five senses as possible.

How can you add the five senses to your story?

Sight: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Smell: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Sound: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Taste: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Touch: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



Action: *Character Development* (Step 22)

Create your characters by allowing them to be Seen, Known and Heard. Develop their background below:

Character Name: \_\_\_\_\_

Physical Characteristics: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Background: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Character dialogue: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Character Name: \_\_\_\_\_

Physical Characteristics: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Background: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Character dialogue: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Action: *Describe Your Difficulties* (Step 23)**

Offer insight into your struggles. Describe the situation, the impact it had on you, and the emotions it created. Also consider how you can escalate the difficulty to create higher levels of tension.

What was the struggle? \_\_\_\_\_

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How did it impact you? \_\_\_\_\_

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Which emotions were generated? \_\_\_\_\_

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**Action: *Describe the Conflict* (Step 24)**

Describe the conflict in your story. Which of the four types was it? How can you escalate it?

Describe the conflict? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What type of conflict was it? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How did the conflict escalate? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Action: *The Climax and the Change* (Steps 25 and 26)

What is the climax of your story, the key point where the lesson was learned by the main character(s) and the change in point of view that occurred.

Climax of the story: \_\_\_\_\_

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Change experienced by the character(s): \_\_\_\_\_

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Action: *Develop the Dialogue* (Step 27)

Review your story for descriptions of characters or scenes, or a third-person narrative of conversations between characters. How can you transform those descriptions into character dialogue?

What was the character description, the scene or conversation? \_\_\_\_\_

\_\_\_\_\_

Convert it to character dialogue: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What was the next character description, scene or conversation? \_\_\_\_\_

\_\_\_\_\_

Convert it to character dialogue: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What was the next character description, scene or conversation? \_\_\_\_\_

\_\_\_\_\_

Convert it to character dialogue: \_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

Action: *Inner Dialogue* (Step 28)

What internal conversations can you share with the audience that will give more insight into your character's personality?

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What inner dialogue from the audience might you include in your story?

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Action: *Conversational Language* (Step 29)

Present your story to another audience. Ask for feedback about your language - is it conversational, or does it sound too much like a novel? Listen for ideas on how to be more conversational.

Feedback about your language: \_\_\_\_\_

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Suggestions for improvement: \_\_\_\_\_

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Action: *Take Them on a Roller Coaster* (Step 30)

Use the Roller Coaster to develop increasing level of emotional depth to your presentation:

Emotion created by your first story: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Transition to your second story: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Emotion created by your second story: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Transition to your third story: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Emotion created by your third story: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Transition to your next story: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Action: *Arrive Late, Leave Early* (Step 31)

What is the climax of your story? \_\_\_\_\_

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What parts of your story are extraneous? \_\_\_\_\_

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At what point of your story, before the climax, can you begin? \_\_\_\_\_

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At what point, after the climax, can you exit the story? \_\_\_\_\_

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**Action: Create Your Opening BANG! (Step 32)**

Test various openings of your story. Record audience feedback below:

Type of opening: \_\_\_\_\_

Audience feedback: \_\_\_\_\_

\_\_\_\_\_

Type of opening: \_\_\_\_\_

Audience feedback: \_\_\_\_\_

\_\_\_\_\_

Type of opening: \_\_\_\_\_

Audience feedback: \_\_\_\_\_

\_\_\_\_\_

Type of opening: \_\_\_\_\_

Audience feedback: \_\_\_\_\_

\_\_\_\_\_

Action: *Develop Your Conclusion* (Step 33)

Test various conclusions of your story. Record audience feedback below:

Conclusion type: \_\_\_\_\_

Audience feedback: \_\_\_\_\_

\_\_\_\_\_

Conclusion type: \_\_\_\_\_

Audience feedback: \_\_\_\_\_

\_\_\_\_\_

Conclusion type: \_\_\_\_\_

Audience feedback: \_\_\_\_\_

\_\_\_\_\_

Conclusion type: \_\_\_\_\_

Audience feedback: \_\_\_\_\_

\_\_\_\_\_

Conclusion type: \_\_\_\_\_

Audience feedback: \_\_\_\_\_

\_\_\_\_\_

Action: *Delivery Styles of Other Speakers* (Step 34)

Study other speakers and determine what they do that you like and don't like.  
Create a file of delivery tools that you can model.

Speaker Name: \_\_\_\_\_

What does this speaker do that you like? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What does this speaker do that you don't like? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Speaker Name: \_\_\_\_\_

What does this speaker do that you like? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What does this speaker do that you don't like? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Speaker Name: \_\_\_\_\_

What does this speaker do that you like? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What does this speaker do that you don't like? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Action: *Stage Use for Delivery of Your Stories* (Steps 35 & 36)

As you develop your stories, think about the different parts of the speaking area where you can tell each.

Which part of the stage will you use for your stories:

Story #1 \_\_\_\_\_

Story #2 \_\_\_\_\_

Story #3 \_\_\_\_\_

Story #4 \_\_\_\_\_

Story #5 \_\_\_\_\_

Story #6 \_\_\_\_\_

Action: *Create Your Conversations* (Step 37)

Create the conversations in your stories. Record the feedback you receive below.  
What changes can you make to create better character dialogue?

Feedback about your dialogue: \_\_\_\_\_

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How can you improve character dialogue? \_\_\_\_\_

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Action: *Gestures, Body Movement, and Smiling* (Steps 42 and 43)

Review the video of your presentations. Record your observations and the feedback you've received about your gestures, body movement, and the amount of time you smile:

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Action: *Rehearsal Notes* (Step 47)

After rehearsing your speech, make notes about what you feel you do well, and what can be improved:

What do you do well: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

What can you improve: \_\_\_\_\_

\_\_\_\_\_

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**Action: Create Your Introduction (Step 50)**

Develop the first draft of your introduction for your speech. Use these four questions to create it:

Step 1: How can you appeal to the audience interest in the first sentence? \_\_\_\_\_

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Step 2: What benefit can be promised to them? \_\_\_\_\_

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Step 3: Which of your relevant credentials should be shared? \_\_\_\_\_

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Step 4: How can the conclusion transition into your speech title? \_\_\_\_\_

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## The 12 *Stand OUT!* Storytelling Competencies

On a scale of 1 to 10 (1 being least effective and 10 being as effective as possible), rate your skills in each of the following areas:

1. **Storytelling:** How well do you use stories to support your main message and “sell” your benefits to an audience? **Your rating** \_\_\_\_\_
2. **Selling:** How good are you at selling ideas, products, or services to an audience? **Your rating** \_\_\_\_\_
3. **Process Driven:** How well do you give credit to the processes, formulas, or systems you promote, rather than building yourself up? **Your rating** \_\_\_\_\_
4. **Next Steps:** How effective are you at providing one specific next step for your audience to take? **Your rating** \_\_\_\_\_
5. **Anchor-Driven:** How effectively do you use Anchors (stories, analogies, acronyms, activities, videos, etc.) to make your points more memorable? **Your rating** \_\_\_\_\_
6. **Begin with a Bang:** How effectively do you use the first 30 seconds of your presentation to grab your audience’s attention and make them want to hear more? **Your rating** \_\_\_\_\_
7. **Succinct:** How well do you get to the point and not overwhelm your audience with too much information? **Your rating** \_\_\_\_\_
8. **You-Focused:** How much do you focus on the audience with “You-focused” statements versus “I-focused” statements? **Your rating** \_\_\_\_\_
9. **Dynamic:** Rate your enthusiasm, energy, and ability to connect with your audience when you present your story. **Your rating** \_\_\_\_\_
10. **Involvement:** How well do you get audience involvement in your presentation from start to finish? **Your rating** \_\_\_\_\_
11. **Staging:** How effectively do you use your entire speaking area to support your message? **Your rating** \_\_\_\_\_
12. **Research Driven:** How well do you research your audiences before you present and assess their involvement with you throughout your presentation? **Your rating** \_\_\_\_\_