

STORY TELLING FORMULA

1

DEFINE YOUR GOAL

2

**DESCRIBE THE BEFORE AND
AFTER**

3

**CHOOSE THE BEST STORY
TO ACHIEVE THE GOALS.**

4

**IDENTIFY THE DEFINING
MOMENTS TO DISCUSS.**

5

CRAFT YOUR STORY

THE GOAL OF MY STORY IS:

I WANT MY AUDIENCE TO FEEL:

THE TRANSFORMATION:

THE BEST STORY TO ACHIEVE THIS IS:

**THE MOMENTS AND DETAILS THAT ARE
IMPORTANT:**

CHARACTER:

STRUGGLE:

SHIFT: (EPIPHANY OR AHA MOMENT)

LESSONS LEARNED:

CONNECTION:

CALL TO ACTION OR CLOSE: