

## The Struggle Story

### **What did you struggle with?**

(Remember: Choose a struggle your target market will relate to and paint a picture of how the struggle showed up in your daily life. This section can be "In Summary.")

### **What was your turning point?**

(Bring us into this turning point with a phrase like "One day..." or "One time..." Keep this "In Scene," *not* "In Summary." Dialogue or quoting your own thoughts are great here!)

### **What was the realization you had or the resolution you made as a result of that moment?**

(To transition into this, use a phrase like: "And that's when I realized..." or "In that moment, I got very clear..." or "And that's when it hit me...")

### **How did you turn things around and what is life like now?**

(Give us a *summary* of what you did to solve this problem. Then tell us what life is like for you now, and what kinds of results you help your clients get.)

## The Soapbox Story

### **What is your Stand?**

(What is the message you want the world to know – your Point of View? This needs to be a message that the story you tell will *support*. You don't have to tell your stand at the beginning of the story; you just have to *know* what it is, so the story you craft is aligned with it.)

### **Think of a client or another person whose struggle you want to highlight. Give a specific example of when you saw this happen.**

(Remember: Choose a struggle your target market will relate to, and paint a picture of how the struggle showed up for that person. This section can be "In Summary.")

### **What was the turning point?**

(Bring us into this turning point with a phrase like "One day..." or "One time..." Keep this "In Scene," *not* "In Summary." Dialogue or quoting your own thoughts are great here!)

### **Your Stand: What was your realization or resolution when you saw this happen?**

(To transition into this, use a phrase like: "And that's when I realized..." or "In that moment, I got very clear..." or "And that's when it hit me...")

### **Why is it important for others to take on your stand?**

(What will happen if they DON'T take on your stand? And what is possible (the dream) if they DO take it on? You can use the phrase, "Now I help \_\_\_\_ do \_\_\_\_ so they can \_\_\_\_." Try to end with a strong statement that you can memorize and "land on," even if you get jumbled while telling the rest of the story.)