

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.)