

TELL YOUR STORY

5 DAY CHALLENGE



DAY 1

Why Your Story
Matters & How to Find
Your Signature Story

5 STORYTELLING MISTAKES

#1

#2

#3

#4

#5

WHAT WE'RE COVERING THIS WEEK

DAY 1

DAY 2

DAY 3

DAY 4

DAY 5

WHY YOUR STORY MATTERS



WHAT IS A SIGNATURE STORY?

IT'S A STORY THAT...

#1

#2

#3

#4

HOW TO FIND YOUR SIGNATURE STORY

#1 WHAT IS THE _____ THAT YOU WANT TO INSPIRE PEOPLE TO DO?

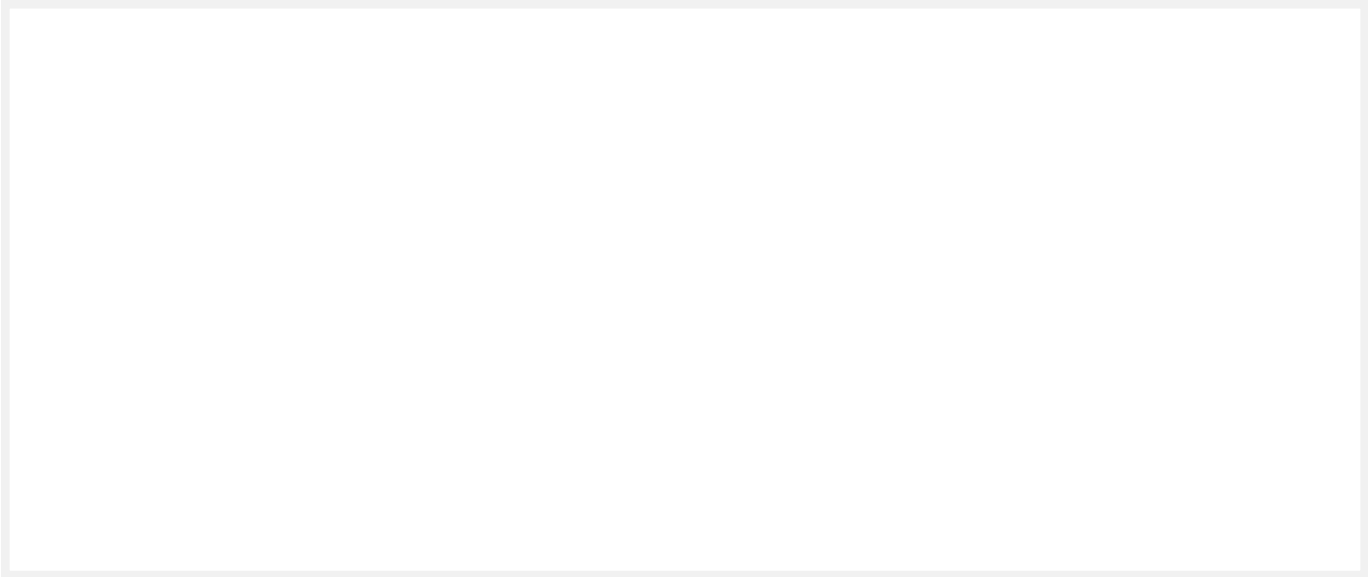
#2 WHAT IS A _____ YOU COULD TELL TO INSPIRE THIS PARTICULAR ACTION?

#3 THE MOST IMPORTANT WORD:

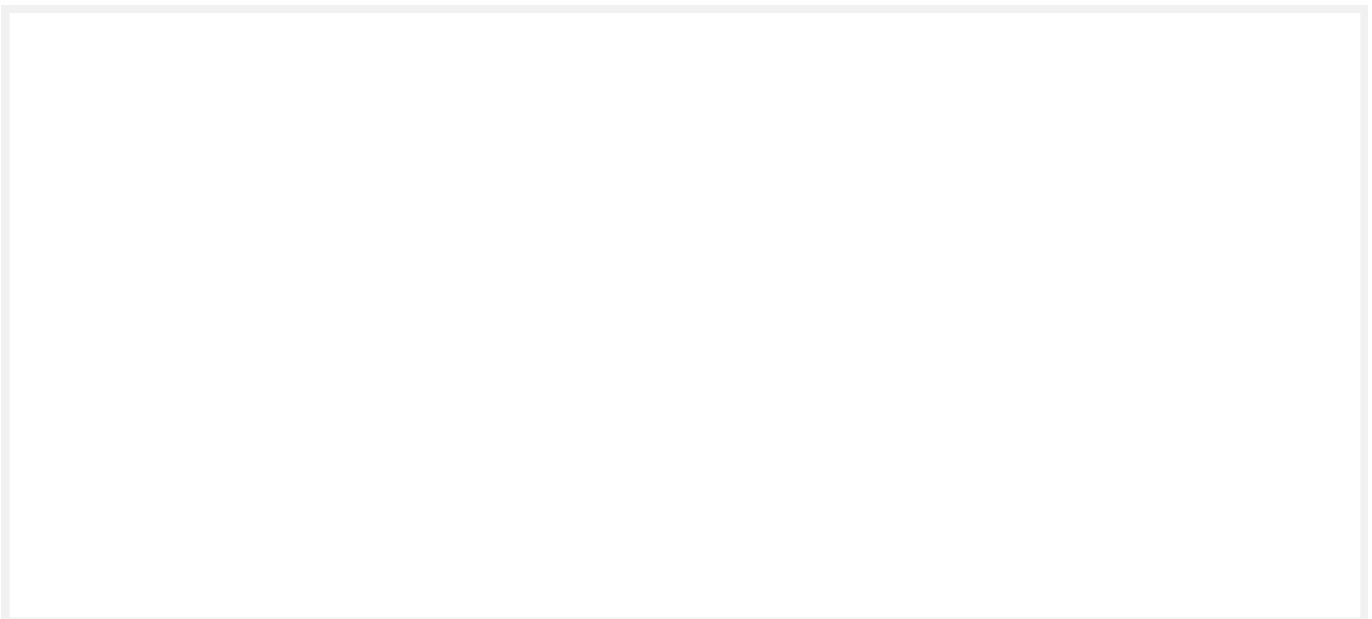
EXAMPLE 1

***SIGNATURE
STORY***

ACTION



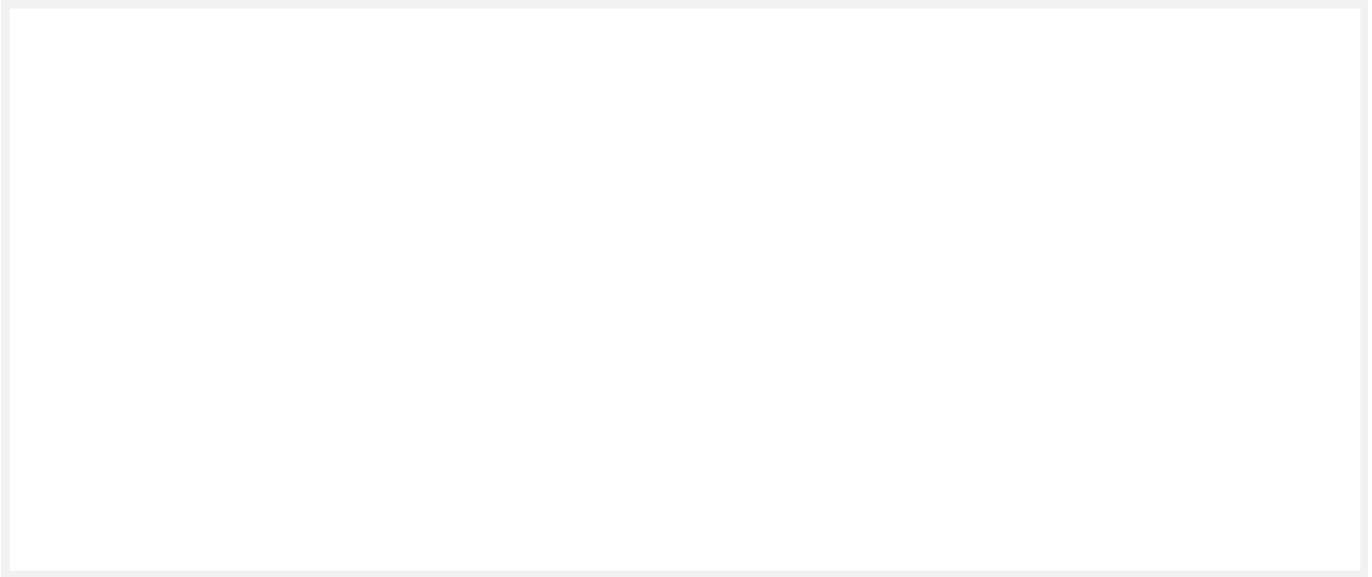
STORY



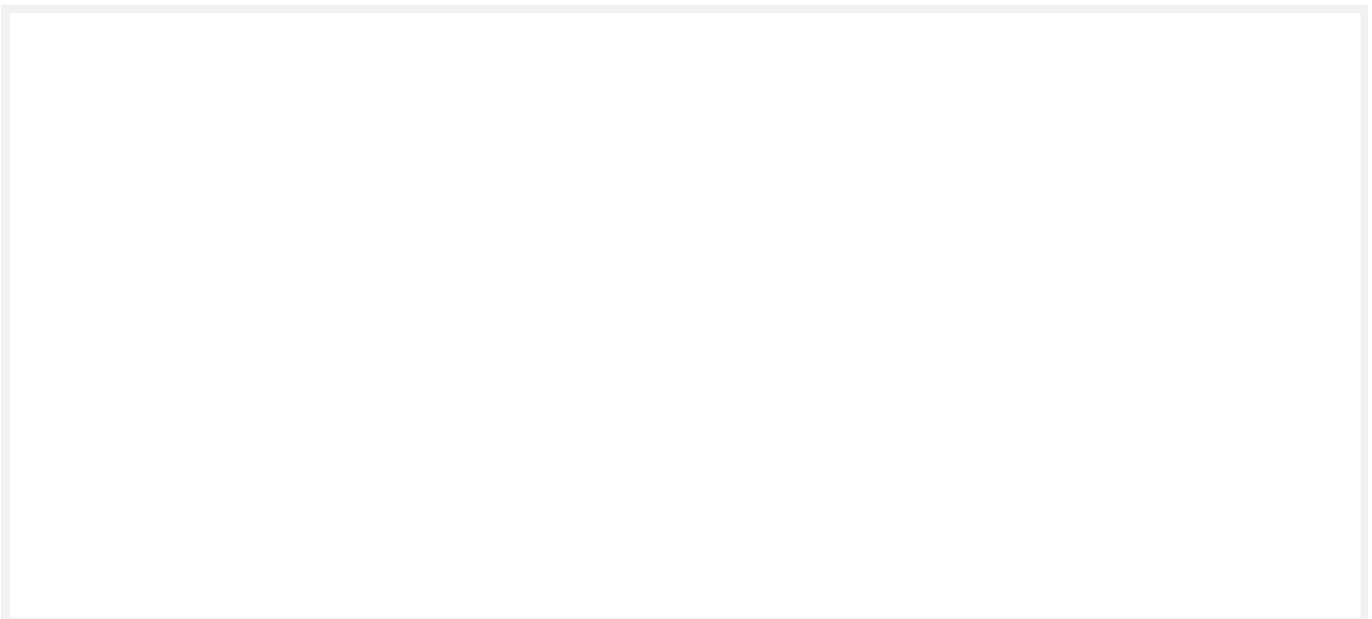
EXAMPLE 2

***SIGNATURE
STORY***

ACTION



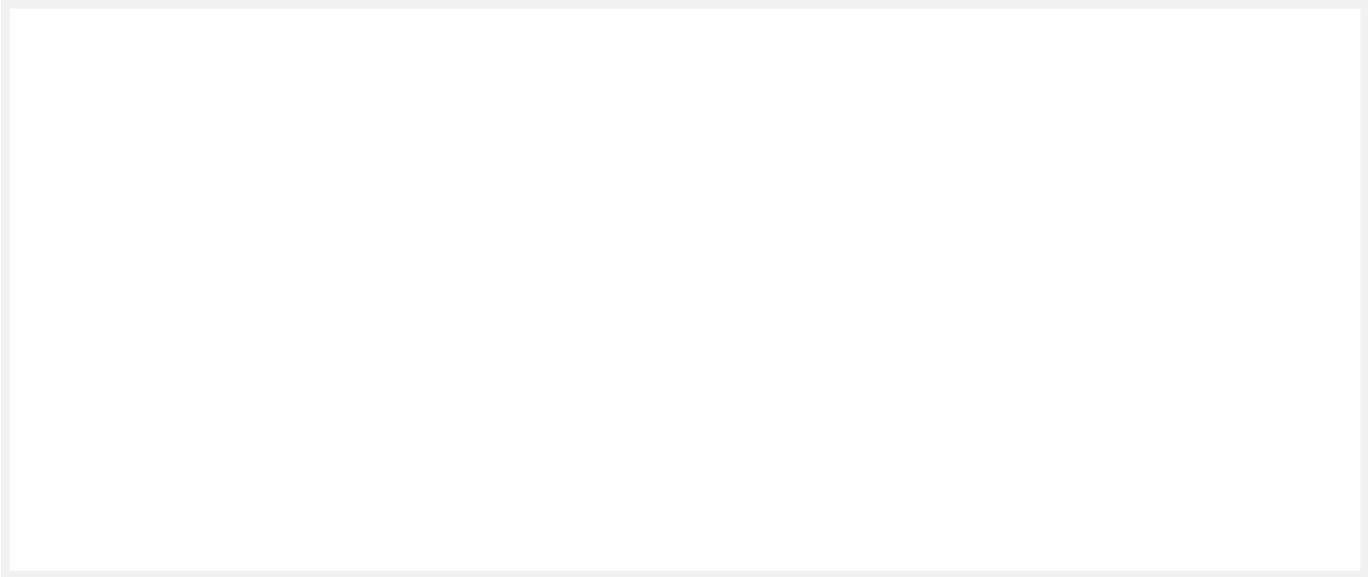
STORY



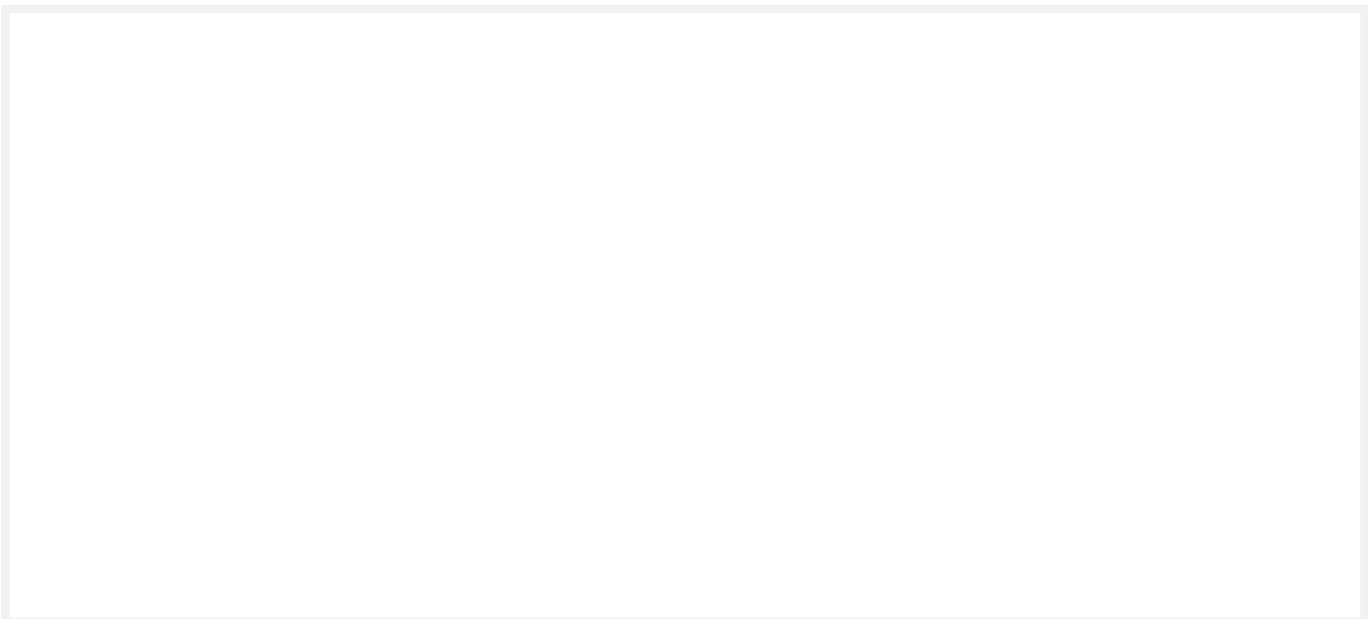
EXAMPLE 3

***SIGNATURE
STORY***

ACTION



STORY



FILL IN THE BLANK

*SIGNATURE
STORY*

ACTION

I want to inspire people to:

STORY

I'm going to tell a true story about:

RECAP



DAY 1

YOUR HOMEWORK FOR TODAY

- ✔ Share a photo of the space we envisioned and what the event is.
- ✔ Share the action you're asking someone to take.
- ✔ Share a story you could share to get them to take that action (keep it 3-5 sentences) - we will flesh out more tomorrow.

DAY 1 HOMEWORK

➤ ACTION YOU WANT TO INSPIRE

➤ STORY TO INSPIRE THIS ACTION

TELL
YOUR 5 DAY CHALLENGE
STORY