

TELL YOUR STORY

5 DAY CHALLENGE



DAY 2

Write Your Story

3-PART FORMAT TO WRITE A STORY THAT CONVERTS.

#1 THIS IS WHAT HAPPENED...

#2 THIS IS WHAT I LEARNED...

#3 THIS IS WHAT I WANT YOU TO DO...

Note: you don't literally need to say, "This is what happened..." aloud. These are the 3 beats that you want to hit during your story, but you don't necessarily need to say these 3 phrases aloud, unless you want to.

This format is used with permission from my dear friend [Alexandra Franzen](#).

EXAMPLE 1

#1 THIS IS WHAT HAPPENED...

I got overwhelmed during the pandemic and stopped exercising. My SoulCycle bike was collecting dust in the corner. Finally, I decided to get back on the bike. It was humbling. My legs felt like Jello. But I felt proud that I did it.

#2 THIS IS WHAT I LEARNED...

It is never too late to get back on the bike. And your “bike” could be a literal bike, or a project, or a business, or a relationship that needs attention.

#3 THIS IS WHAT I WANT YOU TO DO...

I want you to GET BACK ON THAT BIKE, whatever “bike” means for you. And I want to help you do it. That’s why I want you to register for my event so that we can work together. Get your ticket!

EXAMPLE 2

#1 THIS IS WHAT HAPPENED...

I was jogging downtown but I was totally distracted—scrolling on my phone while I ran along. I was checking Instagram instead of focusing on the road. As a result, I jogged too close to the train tracks and nearly got hit by a train. This was my wake-up call.

#2 THIS IS WHAT I LEARNED...

I realized that my relationship with social media had become unhealthy, even dangerous. I learned that nothing on Instagram is so important that it's worth putting your physical or mental health in harm's way.

#3 THIS IS WHAT I WANT YOU TO DO...

I want you to read my new book, which is all about how to quit social media...or cut back. And, I want you to create healthy boundaries with your phone to protect your wellbeing.

WRITING TIPS

- ▶ Tell the truth. Be honest about what happened, including the messy parts. Tell the audience how you really felt and what you really learned. Don't sanitize or tone it down.
- ▶ Get to the point. Delete anything that feels unnecessary, clunky, or distracts from the point you are trying to make. No preamble. No tangent.
- ▶ Choose ONE main action that you want people to do (not 25 actions) and state it clearly.
- ▶ Remember that "purchase" is not always the action. Your action might be: schedule a call, visit my website, share this with a friend, donate, vote, support, think differently, take a risk, try something new, be kinder to yourself, etc.

DAY 2

YOUR ASSIGNMENT FOR TODAY

- #1 THIS IS WHAT HAPPENED...
[3 to 5 sentences]
- #2 THIS IS WHAT I LEARNED...
[3 to 5 sentences]
- #3 THIS IS WHAT I WANT YOU TO DO...
[No more than 3 sentences]

PRO TIP

Wondering how long it will take to read your story aloud?

Visit [WordsToTime.com](https://www.wordstotime.com). Enter the word-count of your story (example: 100 words, 500 words, etc.) and it will tell you approximately how long your story will be when delivered out loud.

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STORY