

MINI COURSE
ACTION GUIDE
BY SHE OWNS IT



How to Use Stories to Captivate, Engage and Grow Your Audience

Storytelling in Business

How to Use Stories to
Captivate, Engage and
Grow Your Audience

Action Guide

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How to Use Your Action Guide

You'll get the best results from any course you participate in by completing the Action Steps at the end of each module. They will help you apply what you learn directly to your business and your life, maximizing the investment you're making.

Use the following Action Guide to record your answers, insights, and other notes for the Action Steps, which are outlined in your Course Book. You'll want to refer to each module's content as you complete the related steps.

While we have left space in the guide for each action step, you may feel more comfortable using a separate notebook or digital application for your work. Use whatever method you feel most comfortable with and don't feel constrained to using the space in the Action Guide alone.

In addition, your course may have other Action Sheets, such as spreadsheets or planning templates, which are separate from the guide. Look out for those with your other course materials.

Finally, you don't have to complete all the steps at once. Instead, try setting a specific time on your calendar to work on them. And don't feel that you have to get it right the first time. Learning is a process that happens as you apply your new skills and knowledge. You'll want to return periodically to your Action Guide and both remind yourself of the work you've achieved and edit your answers as you see their impact.

Have fun with it and enjoy the progress and successes that will happen as a result of your work!

Introduction

1. Think of some companies or business owners that you like and respect. What are some examples of personal stories they've used to express their reasons for setting up or establishing their business?

Company/ Business Owner	Story	What You Liked About It

2. Think of some public speakers that you have heard speak. What did you like about their presentations? What personal stories have they used to express who they are, their values, or beliefs?

Speaker	What You Liked	Story Examples

- 3.

Module 1 – The Different Types of Personal Stories

1. From either a personal or business perspective, write down any stories that you have already used or are familiar with. These could be stories you've told in meetings, at conferences, to a client, to your family etc. Write as many as you can down from the various categories discussed in this module.

Story of Self	
Story of Us	
Founding Stories	
What You Stand For Stories	

- 2.

<p>What You Do Stories</p>	
<p>Personal Vision</p>	
<p>Company Vision</p>	
<p>Failure to Success Stories</p>	
<p>Loss and Gain</p>	
<p>Memorable Customer Stories</p>	

- Now go through each of the story types described in this module and think about whether you have a personal story that would fit that type. Make notes about key points that might go into that story.

Story of Self	
Story of Us	
Founding Stories	
What You Stand For Stories	
What You Do Stories	

Personal Vision	
Company Vision	
Failure to Success Stories	
Loss and Gain	
Memorable Customer Stories	

Module 2 - Writing Your Story

1. Use the 'why' questions and story prompts presented in this module to make a list of personal stories you can write.

<p>Why do you do the work you do?</p>	
<p>How do your values align with the work you do?</p>	
<p>What is the vision for your life?</p>	
<p>How does your life vision intersect with your work?</p>	
<p>Why do you do the work you do?</p>	

<p>Talk about the moment when you knew for certain that you needed to pursue the career or path that you have today</p>	
<p>Talk about an event or situation that was a key turning point in your life</p>	
<p>Talk about a principle that you believe is fundamental to who you are and how you do what you do</p>	

<p>Talk about a time when a mentor, teacher or coach influenced you and how that contributed to who you are today</p>	
<p>Talk about an experience that helped to define the reason why you started doing what you do</p>	
<p>Talk about a moment in your career or daily life that reinforced your principles or your perception of what you do</p>	

Story Ideas

1	
2	
3	
4	
5	
6	
7	

2. Select one idea from your list and draft a personal story using the challenge, choice, outcome model.

Challenge
Choice
Outcome

- Review the stories that you listed in module 2. Highlight or note down places where you can enhance these past stories, using details from the prompts in this module or the challenge/choice/outcome model.

Story	Place to Enhance

4. Pick 3 of your stories to work on. Wait a day if possible, and then spend some time editing and refining those stories. Make sure they are 3 completely different stories, based on the types listed in the previous module.

Module 3 – Telling Your Story

1. Practice telling one of your stories to a close friend, colleague, or mentor. Ask for feedback about what was engaging and what was not interesting.

Story	Engaging Points	Alter Points

2. Revise your story versions. Go back to each type of story after practicing/implementing and edit it based on feedback or reactions you experienced.
3. Now that you've practiced your story, what are your best opportunities for telling your story, and who are the key audiences you'll need to consider for each? How will different types of audiences affect your story or the details you include? How many minutes is ideal for your story? Use the provided worksheet to take notes.

Method	Audience	Time (min.)	Personal Story
Presentations			
Conferences			
Meetings			
Interviews			
Groups			
Other			

4. Written story: Check your website and social media channels, like Linked In. Review your 'about us' or other 'about me' sections of your social media. Add in pieces from your personal stories in each place where people might go to learn more about you.

Conclusion and Next Steps

1. Review all your notes, worksheets, and checklists from the course.
2. Next, create a plan for refining your story; creating different versions of your story; continuing to practice your story/ies; identifying new ways and opportunities to tell your story; and implementing any changes to where you currently have or use your personal stories (social media, websites etc.).

Refining Your Story

	Task	Action Deadline
1		
2		
3		
4		
5		

Creating Different Versions of Your Story

	Task	Action Deadline
1		
2		
3		
4		
5		

Continuing to Practice Your Story

	Task	Action Deadline
1		
2		
3		
4		
5		

Identify New Ways/Opportunities to Tell Your Story

	Task	Action Deadline
1		
2		
3		
4		
5		

Implementing Changes to Your Story

	Task	Action Deadline
1		
2		
3		
4		
5		