

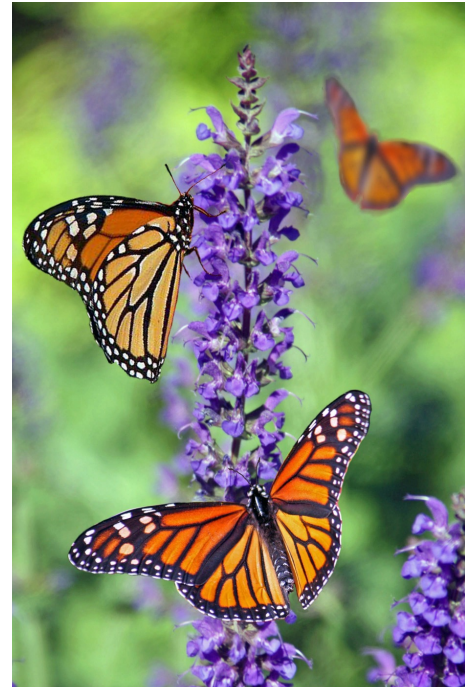
Master Storytelling Story Catcher

How to turn your everyday
experiences into stories that
teach, lead, sell, and inspire

**MASTER
STORYTELLING**

Real Experiences, Impactful Stories

Finding good stories from your real-life experiences can seem as elusive as catching a butterfly. But it doesn't have to be. Follow these steps to identify experiences that can be impactful stories, whether you're teaching a class, leading a team, selling a product or service, or inspiring an audience.



Step 1 Find the Experience and the Lesson (or vice versa)

Option A

Take note of experiences when you have an emotional reaction. Write down what happened. If you were happy, frustrated, annoyed, confused, touched, or any other reaction, take note of the situation. There's likely a lesson to be learned from that experience. You can figure out the lesson from the experience later.

Option B

Maybe you already know the lesson you need to convey and need a story to make the point. That's fine, too. Take note of the point you want to make or the lesson you need to convey, then be on the lookout for experiences that can teach that lesson. If you're looking for it, you'll find it - often in unexpected places!

Step 2 Know Your Audience

Once you know the experience you'll share and the lesson it will convey, the story is no longer about you. It's about your audience. Who needs to hear this? What details will be relevant to them? What do they know? Use this information to edit your experience -- include relevant details and exclude extraneous information.



Step 3 Craft Your Story

You don't want to just share the experience. Tell it as a story. A impactful story has three essential sections:

- 1) Current State:** Introduce the situation – what was happening, who was it happening to, why does it matter?
- 2) Conflict:** What is the inciting incident that gets in the way of the main goal? What problems arise that need to be solved?
- 3) Change:** What actions were taken to overcome the conflict? Or what happened that prevented a resolution? This is where you introduce the lessons learned.

Step 4 Practice and Get Feedback

Once you're clear on the structure of your story, practice. Like any other skill, storytelling takes practice to improve. Share the story with friends or family members. Get some feedback. Make adjustments based on what's working and what's not working.

Want More Help?

Ready to take your business storytelling to the next level? We're here to help. Here are a few options:

- 1) Get the [book](#) "Master Storytelling: How to Turn Your Experiences Into Stories that Teach, Lead, and Inspire." We'll walk you through the above steps with more detail.
- 2) Join a Master Storytelling workshop. Dates are listed on our website at master-storytelling.com/events/. In four hours you'll get details on these steps and a chance to practice your story.
- 3) Get coaching from a Master Storytelling expert. Sign up for coaching at master-storytelling.com/developmastery/.

Your story matters.
Learn how to
Master Storytelling.

