**Story Database**

**Story #1**

**Story title: Explaining what I do simply**

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| **Step** | **Answers the question:** | **Story Spine** | **Notes for Your Story** |
| **Objective / Main message** | What do you want the audience to *think*, *feel*, or *do* as a result of hearing your story? |  |  |
| **Transition IN: (Hook)** | Why should I listen to this story? | I think the best example I’ve seen of that was . . .  |  |
|  |  |  |  |
| **CONTEXT** | Where and when did it take place? Who is the hero and what does they want? Other background needed to understand characters’ motivations? | Back in \_\_\_, at \_\_\_, there was \_\_\_\_, and they were trying to . . . (could be an unspoken objective) |  |
| **CHALLENGE** | What was the problem/opportunity? | Then, one day \_\_\_\_. |  |
| **CONFLICT** | What did they do about it? (Show the honest struggle between hero and villain, even if internal. Can’t be too easy.) | So they \_\_\_\_, and then they \_\_\_\_, and so they \_\_\_\_.  |  |
| **RESOLUTION** | How did it turn out (for everyone)? (How are things/characters changed as a result?) | Eventually . . .  |  |
| **Transition out:** |  |  |
| **Lesson(s)** | What did you learn? | What I learned from that was . . . (That’s when I realized . . . That explains why . . . What I’ve since come to realize is . . . What I think we should have done was . . .) |  |
| **Reco Action(s)** | What do you think I should do? | And that’s why I think you should . . .  |  |

**Story #2**

**Story title: Whom I’ve helped and how I’ve helped them**

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| **Step** | **Answers the question:** | **Story Spine** | **Notes for Your Story** |
| **Objective / Main message** | What do you want the audience to *think*, *feel*, or *do* as a result of hearing your story? |  |  |
| **Transition IN: (Hook)** | Why should I listen to this story? | I think the best example I’ve seen of that was . . .  |  |
|  |  |  |  |
| **CONTEXT** | Where and when did it take place? Who is the hero and what does they want? Other background needed to understand characters’ motivations? | Back in \_\_\_, at \_\_\_, there was \_\_\_\_, and they were trying to . . . (could be an unspoken objective) |  |
| **CHALLENGE** | What was the problem/opportunity? | Then, one day \_\_\_\_. |  |
| **CONFLICT** | What did they do about it? (Show the honest struggle between hero and villain, even if internal. Can’t be too easy.) | So they \_\_\_\_, and then they \_\_\_\_, and so they \_\_\_\_.  |  |
| **RESOLUTION** | How did it turn out (for everyone)? (How are things/characters changed as a result?) | Eventually . . .  |  |
| **Transition out:** |  |  |
| **Lesson(s)** | What did you learn? | What I learned from that was . . . (That’s when I realized . . . That explains why . . . What I’ve since come to realize is . . . What I think we should have done was . . .) |  |
| **Reco Action(s)** | What do you think I should do? | And that’s why I think you should . . .  |  |

**Story #3**

**Story title: My personal motivation story**

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| **Step** | **Answers the question:** | **Story Spine** | **Notes for Your Story** |
| **Objective / Main message** | What do you want the audience to *think*, *feel*, or *do* as a result of hearing your story? |  |  |
| **Transition IN: (Hook)** | Why should I listen to this story? | I think the best example I’ve seen of that was . . .  |  |
|  |  |  |  |
| **CONTEXT** | Where and when did it take place? Who is the hero and what does they want? Other background needed to understand characters’ motivations? | Back in \_\_\_, at \_\_\_, there was \_\_\_\_, and they were trying to . . . (could be an unspoken objective) |  |
| **CHALLENGE** | What was the problem/opportunity? | Then, one day \_\_\_\_. |  |
| **CONFLICT** | What did they do about it? (Show the honest struggle between hero and villain, even if internal. Can’t be too easy.) | So they \_\_\_\_, and then they \_\_\_\_, and so they \_\_\_\_.  |  |
| **RESOLUTION** | How did it turn out (for everyone)? (How are things/characters changed as a result?) | Eventually . . .  |  |
| **Transition out:** |  |  |
| **Lesson(s)** | What did you learn? | What I learned from that was . . . (That’s when I realized . . . That explains why . . . What I’ve since come to realize is . . . What I think we should have done was . . .) |  |
| **Reco Action(s)** | What do you think I should do? | And that’s why I think you should . . .  |  |

**Story #4**

**Story title: To relax and take the stress out of the call**

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| **Step** | **Answers the question:** | **Story Spine** | **Notes for Your Story** |
| **Objective / Main message** | What do you want the audience to *think*, *feel*, or *do* as a result of hearing your story? |  |  |
| **Transition IN: (Hook)** | Why should I listen to this story? | I think the best example I’ve seen of that was . . .  |  |
|  |  |  |  |
| **CONTEXT** | Where and when did it take place? Who is the hero and what does they want? Other background needed to understand characters’ motivations? | Back in \_\_\_, at \_\_\_, there was \_\_\_\_, and they were trying to . . . (could be an unspoken objective) |  |
| **CHALLENGE** | What was the problem/opportunity? | Then, one day \_\_\_\_. |  |
| **CONFLICT** | What did they do about it? (Show the honest struggle between hero and villain, even if internal. Can’t be too easy.) | So they \_\_\_\_, and then they \_\_\_\_, and so they \_\_\_\_.  |  |
| **RESOLUTION** | How did it turn out (for everyone)? (How are things/characters changed as a result?) | Eventually . . .  |  |
| **Transition out:** |  |  |
| **Lesson(s)** | What did you learn? | What I learned from that was . . . (That’s when I realized . . . That explains why . . . What I’ve since come to realize is . . . What I think we should have done was . . .) |  |
| **Reco Action(s)** | What do you think I should do? | And that’s why I think you should . . .  |  |

**Story #5**

**Story title: Why I do what I do**

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| **Step** | **Answers the question:** | **Story Spine** | **Notes for Your Story** |
| **Objective / Main message** | What do you want the audience to *think*, *feel*, or *do* as a result of hearing your story? |  |  |
| **Transition IN: (Hook)** | Why should I listen to this story? | I think the best example I’ve seen of that was . . .  |  |
|  |  |  |  |
| **CONTEXT** | Where and when did it take place? Who is the hero and what does they want? Other background needed to understand characters’ motivations? | Back in \_\_\_, at \_\_\_, there was \_\_\_\_, and they were trying to . . . (could be an unspoken objective) |  |
| **CHALLENGE** | What was the problem/opportunity? | Then, one day \_\_\_\_. |  |
| **CONFLICT** | What did they do about it? (Show the honest struggle between hero and villain, even if internal. Can’t be too easy.) | So they \_\_\_\_, and then they \_\_\_\_, and so they \_\_\_\_.  |  |
| **RESOLUTION** | How did it turn out (for everyone)? (How are things/characters changed as a result?) | Eventually . . .  |  |
| **Transition out:** |  |  |
| **Lesson(s)** | What did you learn? | What I learned from that was . . . (That’s when I realized . . . That explains why . . . What I’ve since come to realize is . . . What I think we should have done was . . .) |  |
| **Reco Action(s)** | What do you think I should do? | And that’s why I think you should . . .  |  |

**Story #6**

**Story title: I’ll tell you when I made a mistake**

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| **Step** | **Answers the question:** | **Story Spine** | **Notes for Your Story** |
| **Objective / Main message** | What do you want the audience to *think*, *feel*, or *do* as a result of hearing your story? |  |  |
| **Transition IN: (Hook)** | Why should I listen to this story? | I think the best example I’ve seen of that was . . .  |  |
|  |  |  |  |
| **CONTEXT** | Where and when did it take place? Who is the hero and what does they want? Other background needed to understand characters’ motivations? | Back in \_\_\_, at \_\_\_, there was \_\_\_\_, and they were trying to . . . (could be an unspoken objective) |  |
| **CHALLENGE** | What was the problem/opportunity? | Then, one day \_\_\_\_. |  |
| **CONFLICT** | What did they do about it? (Show the honest struggle between hero and villain, even if internal. Can’t be too easy.) | So they \_\_\_\_, and then they \_\_\_\_, and so they \_\_\_\_.  |  |
| **RESOLUTION** | How did it turn out (for everyone)? (How are things/characters changed as a result?) | Eventually . . .  |  |
| **Transition out:** |  |  |
| **Lesson(s)** | What did you learn? | What I learned from that was . . . (That’s when I realized . . . That explains why . . . What I’ve since come to realize is . . . What I think we should have done was . . .) |  |
| **Reco Action(s)** | What do you think I should do? | And that’s why I think you should . . .  |  |

**Story #7**

**Story title: I’ll tell you when I can’t help you**

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| **Step** | **Answers the question:** | **Story Spine** | **Notes for Your Story** |
| **Objective / Main message** | What do you want the audience to *think*, *feel*, or *do* as a result of hearing your story? |  |  |
| **Transition IN: (Hook)** | Why should I listen to this story? | I think the best example I’ve seen of that was . . .  |  |
|  |  |  |  |
| **CONTEXT** | Where and when did it take place? Who is the hero and what does they want? Other background needed to understand characters’ motivations? | Back in \_\_\_, at \_\_\_, there was \_\_\_\_, and they were trying to . . . (could be an unspoken objective) |  |
| **CHALLENGE** | What was the problem/opportunity? | Then, one day \_\_\_\_. |  |
| **CONFLICT** | What did they do about it? (Show the honest struggle between hero and villain, even if internal. Can’t be too easy.) | So they \_\_\_\_, and then they \_\_\_\_, and so they \_\_\_\_.  |  |
| **RESOLUTION** | How did it turn out (for everyone)? (How are things/characters changed as a result?) | Eventually . . .  |  |
| **Transition out:** |  |  |
| **Lesson(s)** | What did you learn? | What I learned from that was . . . (That’s when I realized . . . That explains why . . . What I’ve since come to realize is . . . What I think we should have done was . . .) |  |
| **Reco Action(s)** | What do you think I should do? | And that’s why I think you should . . .  |  |

**Story #8**

**Story title: I’ll go to bat for you with my company**

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| --- | --- | --- | --- |
| **Step** | **Answers the question:** | **Story Spine** | **Notes for Your Story** |
| **Objective / Main message** | What do you want the audience to *think*, *feel*, or *do* as a result of hearing your story? |  |  |
| **Transition IN: (Hook)** | Why should I listen to this story? | I think the best example I’ve seen of that was . . .  |  |
|  |  |  |  |
| **CONTEXT** | Where and when did it take place? Who is the hero and what does they want? Other background needed to understand characters’ motivations? | Back in \_\_\_, at \_\_\_, there was \_\_\_\_, and they were trying to . . . (could be an unspoken objective) |  |
| **CHALLENGE** | What was the problem/opportunity? | Then, one day \_\_\_\_. |  |
| **CONFLICT** | What did they do about it? (Show the honest struggle between hero and villain, even if internal. Can’t be too easy.) | So they \_\_\_\_, and then they \_\_\_\_, and so they \_\_\_\_.  |  |
| **RESOLUTION** | How did it turn out (for everyone)? (How are things/characters changed as a result?) | Eventually . . .  |  |
| **Transition out:** |  |  |
| **Lesson(s)** | What did you learn? | What I learned from that was . . . (That’s when I realized . . . That explains why . . . What I’ve since come to realize is . . . What I think we should have done was . . .) |  |
| **Reco Action(s)** | What do you think I should do? | And that’s why I think you should . . .  |  |

**Story #9**

**Story title: I’m not who you think I am**

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| --- | --- | --- | --- |
| **Step** | **Answers the question:** | **Story Spine** | **Notes for Your Story** |
| **Objective / Main message** | What do you want the audience to *think*, *feel*, or *do* as a result of hearing your story? |  |  |
| **Transition IN: (Hook)** | Why should I listen to this story? | I think the best example I’ve seen of that was . . .  |  |
|  |  |  |  |
| **CONTEXT** | Where and when did it take place? Who is the hero and what does they want? Other background needed to understand characters’ motivations? | Back in \_\_\_, at \_\_\_, there was \_\_\_\_, and they were trying to . . . (could be an unspoken objective) |  |
| **CHALLENGE** | What was the problem/opportunity? | Then, one day \_\_\_\_. |  |
| **CONFLICT** | What did they do about it? (Show the honest struggle between hero and villain, even if internal. Can’t be too easy.) | So they \_\_\_\_, and then they \_\_\_\_, and so they \_\_\_\_.  |  |
| **RESOLUTION** | How did it turn out (for everyone)? (How are things/characters changed as a result?) | Eventually . . .  |  |
| **Transition out:** |  |  |
| **Lesson(s)** | What did you learn? | What I learned from that was . . . (That’s when I realized . . . That explains why . . . What I’ve since come to realize is . . . What I think we should have done was . . .) |  |
| **Reco Action(s)** | What do you think I should do? | And that’s why I think you should . . .  |  |

**Story #10**

**Story title: Founding story**

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| **Step** | **Answers the question:** | **Story Spine** | **Notes for Your Story** |
| **Objective / Main message** | What do you want the audience to *think*, *feel*, or *do* as a result of hearing your story? |  |  |
| **Transition IN: (Hook)** | Why should I listen to this story? | I think the best example I’ve seen of that was . . .  |  |
|  |  |  |  |
| **CONTEXT** | Where and when did it take place? Who is the hero and what does they want? Other background needed to understand characters’ motivations? | Back in \_\_\_, at \_\_\_, there was \_\_\_\_, and they were trying to . . . (could be an unspoken objective) |  |
| **CHALLENGE** | What was the problem/opportunity? | Then, one day \_\_\_\_. |  |
| **CONFLICT** | What did they do about it? (Show the honest struggle between hero and villain, even if internal. Can’t be too easy.) | So they \_\_\_\_, and then they \_\_\_\_, and so they \_\_\_\_.  |  |
| **RESOLUTION** | How did it turn out (for everyone)? (How are things/characters changed as a result?) | Eventually . . .  |  |
| **Transition out:** |  |  |
| **Lesson(s)** | What did you learn? | What I learned from that was . . . (That’s when I realized . . . That explains why . . . What I’ve since come to realize is . . . What I think we should have done was . . .) |  |
| **Reco Action(s)** | What do you think I should do? | And that’s why I think you should . . .  |  |

**Story #11**

**Story title: How we’re different from our competitors**

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| **Step** | **Answers the question:** | **Story Spine** | **Notes for Your Story** |
| **Objective / Main message** | What do you want the audience to *think*, *feel*, or *do* as a result of hearing your story? |  |  |
| **Transition IN: (Hook)** | Why should I listen to this story? | I think the best example I’ve seen of that was . . .  |  |
|  |  |  |  |
| **CONTEXT** | Where and when did it take place? Who is the hero and what does they want? Other background needed to understand characters’ motivations? | Back in \_\_\_, at \_\_\_, there was \_\_\_\_, and they were trying to . . . (could be an unspoken objective) |  |
| **CHALLENGE** | What was the problem/opportunity? | Then, one day \_\_\_\_. |  |
| **CONFLICT** | What did they do about it? (Show the honest struggle between hero and villain, even if internal. Can’t be too easy.) | So they \_\_\_\_, and then they \_\_\_\_, and so they \_\_\_\_.  |  |
| **RESOLUTION** | How did it turn out (for everyone)? (How are things/characters changed as a result?) | Eventually . . .  |  |
| **Transition out:** |  |  |
| **Lesson(s)** | What did you learn? | What I learned from that was . . . (That’s when I realized . . . That explains why . . . What I’ve since come to realize is . . . What I think we should have done was . . .) |  |
| **Reco Action(s)** | What do you think I should do? | And that’s why I think you should . . .  |  |

**Story #12**

**Story title: My product’s invention or discovery story**

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| **Step** | **Answers the question:** | **Story Spine** | **Notes for Your Story** |
| **Objective / Main message** | What do you want the audience to *think*, *feel*, or *do* as a result of hearing your story? |  |  |
| **Transition IN: (Hook)** | Why should I listen to this story? | I think the best example I’ve seen of that was . . .  |  |
|  |  |  |  |
| **CONTEXT** | Where and when did it take place? Who is the hero and what does they want? Other background needed to understand characters’ motivations? | Back in \_\_\_, at \_\_\_, there was \_\_\_\_, and they were trying to . . . (could be an unspoken objective) |  |
| **CHALLENGE** | What was the problem/opportunity? | Then, one day \_\_\_\_. |  |
| **CONFLICT** | What did they do about it? (Show the honest struggle between hero and villain, even if internal. Can’t be too easy.) | So they \_\_\_\_, and then they \_\_\_\_, and so they \_\_\_\_.  |  |
| **RESOLUTION** | How did it turn out (for everyone)? (How are things/characters changed as a result?) | Eventually . . .  |  |
| **Transition out:** |  |  |
| **Lesson(s)** | What did you learn? | What I learned from that was . . . (That’s when I realized . . . That explains why . . . What I’ve since come to realize is . . . What I think we should have done was . . .) |  |
| **Reco Action(s)** | What do you think I should do? | And that’s why I think you should . . .  |  |

**Story #13**

**Story title: Problem story**

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| **Step** | **Answers the question:** | **Story Spine** | **Notes for Your Story** |
| **Objective / Main message** | What do you want the audience to *think*, *feel*, or *do* as a result of hearing your story? |  |  |
| **Transition IN: (Hook)** | Why should I listen to this story? | I think the best example I’ve seen of that was . . .  |  |
|  |  |  |  |
| **CONTEXT** | Where and when did it take place? Who is the hero and what does they want? Other background needed to understand characters’ motivations? | Back in \_\_\_, at \_\_\_, there was \_\_\_\_, and they were trying to . . . (could be an unspoken objective) |  |
| **CHALLENGE** | What was the problem/opportunity? | Then, one day \_\_\_\_. |  |
| **CONFLICT** | What did they do about it? (Show the honest struggle between hero and villain, even if internal. Can’t be too easy.) | So they \_\_\_\_, and then they \_\_\_\_, and so they \_\_\_\_.  |  |
| **RESOLUTION** | How did it turn out (for everyone)? (How are things/characters changed as a result?) | Eventually . . .  |  |
| **Transition out:** |  |  |
| **Lesson(s)** | What did you learn? | What I learned from that was . . . (That’s when I realized . . . That explains why . . . What I’ve since come to realize is . . . What I think we should have done was . . .) |  |
| **Reco Action(s)** | What do you think I should do? | And that’s why I think you should . . .  |  |

**Story #14**

**Story title: Customer success story**

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| **Step** | **Answers the question:** | **Story Spine** | **Notes for Your Story** |
| **Objective / Main message** | What do you want the audience to *think*, *feel*, or *do* as a result of hearing your story? |  |  |
| **Transition IN: (Hook)** | Why should I listen to this story? | I think the best example I’ve seen of that was . . .  |  |
|  |  |  |  |
| **CONTEXT** | Where and when did it take place? Who is the hero and what does they want? Other background needed to understand characters’ motivations? | Back in \_\_\_, at \_\_\_, there was \_\_\_\_, and they were trying to . . . (could be an unspoken objective) |  |
| **CHALLENGE** | What was the problem/opportunity? | Then, one day \_\_\_\_. |  |
| **CONFLICT** | What did they do about it? (Show the honest struggle between hero and villain, even if internal. Can’t be too easy.) | So they \_\_\_\_, and then they \_\_\_\_, and so they \_\_\_\_.  |  |
| **RESOLUTION** | How did it turn out (for everyone)? (How are things/characters changed as a result?) | Eventually . . .  |  |
| **Transition out:** |  |  |
| **Lesson(s)** | What did you learn? | What I learned from that was . . . (That’s when I realized . . . That explains why . . . What I’ve since come to realize is . . . What I think we should have done was . . .) |  |
| **Reco Action(s)** | What do you think I should do? | And that’s why I think you should . . .  |  |

**Story #15**

**Story title: “Two-roads” story**

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| **Step** | **Answers the question:** | **Story Spine** | **Notes for Your Story** |
| **Objective / Main message** | What do you want the audience to *think*, *feel*, or *do* as a result of hearing your story? |  |  |
| **Transition IN: (Hook)** | Why should I listen to this story? | I think the best example I’ve seen of that was . . .  |  |
|  |  |  |  |
| **CONTEXT** | Where and when did it take place? Who is the hero and what does they want? Other background needed to understand characters’ motivations? | Back in \_\_\_, at \_\_\_, there was \_\_\_\_, and they were trying to . . . (could be an unspoken objective) |  |
| **CHALLENGE** | What was the problem/opportunity? | Then, one day \_\_\_\_. |  |
| **CONFLICT** | What did they do about it? (Show the honest struggle between hero and villain, even if internal. Can’t be too easy.) | So they \_\_\_\_, and then they \_\_\_\_, and so they \_\_\_\_.  |  |
| **RESOLUTION** | How did it turn out (for everyone)? (How are things/characters changed as a result?) | Eventually . . .  |  |
| **Transition out:** |  |  |
| **Lesson(s)** | What did you learn? | What I learned from that was . . . (That’s when I realized . . . That explains why . . . What I’ve since come to realize is . . . What I think we should have done was . . .) |  |
| **Reco Action(s)** | What do you think I should do? | And that’s why I think you should . . .  |  |

**Story #16**

**Story title: Value-adding story**

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| **Step** | **Answers the question:** | **Story Spine** | **Notes for Your Story** |
| **Objective / Main message** | What do you want the audience to *think*, *feel*, or *do* as a result of hearing your story? |  |  |
| **Transition IN: (Hook)** | Why should I listen to this story? | I think the best example I’ve seen of that was . . .  |  |
|  |  |  |  |
| **CONTEXT** | Where and when did it take place? Who is the hero and what does they want? Other background needed to understand characters’ motivations? | Back in \_\_\_, at \_\_\_, there was \_\_\_\_, and they were trying to . . . (could be an unspoken objective) |  |
| **CHALLENGE** | What was the problem/opportunity? | Then, one day \_\_\_\_. |  |
| **CONFLICT** | What did they do about it? (Show the honest struggle between hero and villain, even if internal. Can’t be too easy.) | So they \_\_\_\_, and then they \_\_\_\_, and so they \_\_\_\_.  |  |
| **RESOLUTION** | How did it turn out (for everyone)? (How are things/characters changed as a result?) | Eventually . . .  |  |
| **Transition out:** |  |  |
| **Lesson(s)** | What did you learn? | What I learned from that was . . . (That’s when I realized . . . That explains why . . . What I’ve since come to realize is . . . What I think we should have done was . . .) |  |
| **Reco Action(s)** | What do you think I should do? | And that’s why I think you should . . .  |  |

**Story #17**

**Story title: Objection response story**

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| **Step** | **Answers the question:** | **Story Spine** | **Notes for Your Story** |
| **Objective / Main message** | What do you want the audience to *think*, *feel*, or *do* as a result of hearing your story? |  |  |
| **Transition IN: (Hook)** | Why should I listen to this story? | I think the best example I’ve seen of that was . . .  |  |
|  |  |  |  |
| **CONTEXT** | Where and when did it take place? Who is the hero and what does they want? Other background needed to understand characters’ motivations? | Back in \_\_\_, at \_\_\_, there was \_\_\_\_, and they were trying to . . . (could be an unspoken objective) |  |
| **CHALLENGE** | What was the problem/opportunity? | Then, one day \_\_\_\_. |  |
| **CONFLICT** | What did they do about it? (Show the honest struggle between hero and villain, even if internal. Can’t be too easy.) | So they \_\_\_\_, and then they \_\_\_\_, and so they \_\_\_\_.  |  |
| **RESOLUTION** | How did it turn out (for everyone)? (How are things/characters changed as a result?) | Eventually . . .  |  |
| **Transition out:** |  |  |
| **Lesson(s)** | What did you learn? | What I learned from that was . . . (That’s when I realized . . . That explains why . . . What I’ve since come to realize is . . . What I think we should have done was . . .) |  |
| **Reco Action(s)** | What do you think I should do? | And that’s why I think you should . . .  |  |

**Story #18**

**Story title: Negotiating price**

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| **Step** | **Answers the question:** | **Story Spine** | **Notes for Your Story** |
| **Objective / Main message** | What do you want the audience to *think*, *feel*, or *do* as a result of hearing your story? |  |  |
| **Transition IN: (Hook)** | Why should I listen to this story? | I think the best example I’ve seen of that was . . .  |  |
|  |  |  |  |
| **CONTEXT** | Where and when did it take place? Who is the hero and what does they want? Other background needed to understand characters’ motivations? | Back in \_\_\_, at \_\_\_, there was \_\_\_\_, and they were trying to . . . (could be an unspoken objective) |  |
| **CHALLENGE** | What was the problem/opportunity? | Then, one day \_\_\_\_. |  |
| **CONFLICT** | What did they do about it? (Show the honest struggle between hero and villain, even if internal. Can’t be too easy.) | So they \_\_\_\_, and then they \_\_\_\_, and so they \_\_\_\_.  |  |
| **RESOLUTION** | How did it turn out (for everyone)? (How are things/characters changed as a result?) | Eventually . . .  |  |
| **Transition out:** |  |  |
| **Lesson(s)** | What did you learn? | What I learned from that was . . . (That’s when I realized . . . That explains why . . . What I’ve since come to realize is . . . What I think we should have done was . . .) |  |
| **Reco Action(s)** | What do you think I should do? | And that’s why I think you should . . .  |  |

**Story #19**

**Story title: Resolving objections before they’re brought up**

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| **Step** | **Answers the question:** | **Story Spine** | **Notes for Your Story** |
| **Objective / Main message** | What do you want the audience to *think*, *feel*, or *do* as a result of hearing your story? |  |  |
| **Transition IN: (Hook)** | Why should I listen to this story? | I think the best example I’ve seen of that was . . .  |  |
|  |  |  |  |
| **CONTEXT** | Where and when did it take place? Who is the hero and what does they want? Other background needed to understand characters’ motivations? | Back in \_\_\_, at \_\_\_, there was \_\_\_\_, and they were trying to . . . (could be an unspoken objective) |  |
| **CHALLENGE** | What was the problem/opportunity? | Then, one day \_\_\_\_. |  |
| **CONFLICT** | What did they do about it? (Show the honest struggle between hero and villain, even if internal. Can’t be too easy.) | So they \_\_\_\_, and then they \_\_\_\_, and so they \_\_\_\_.  |  |
| **RESOLUTION** | How did it turn out (for everyone)? (How are things/characters changed as a result?) | Eventually . . .  |  |
| **Transition out:** |  |  |
| **Lesson(s)** | What did you learn? | What I learned from that was . . . (That’s when I realized . . . That explains why . . . What I’ve since come to realize is . . . What I think we should have done was . . .) |  |
| **Reco Action(s)** | What do you think I should do? | And that’s why I think you should . . .  |  |

**Story #20**

**Story title: Creating a sense of urgency**

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| **Step** | **Answers the question:** | **Story Spine** | **Notes for Your Story** |
| **Objective / Main message** | What do you want the audience to *think*, *feel*, or *do* as a result of hearing your story? |  |  |
| **Transition IN: (Hook)** | Why should I listen to this story? | I think the best example I’ve seen of that was . . .  |  |
|  |  |  |  |
| **CONTEXT** | Where and when did it take place? Who is the hero and what does they want? Other background needed to understand characters’ motivations? | Back in \_\_\_, at \_\_\_, there was \_\_\_\_, and they were trying to . . . (could be an unspoken objective) |  |
| **CHALLENGE** | What was the problem/opportunity? | Then, one day \_\_\_\_. |  |
| **CONFLICT** | What did they do about it? (Show the honest struggle between hero and villain, even if internal. Can’t be too easy.) | So they \_\_\_\_, and then they \_\_\_\_, and so they \_\_\_\_.  |  |
| **RESOLUTION** | How did it turn out (for everyone)? (How are things/characters changed as a result?) | Eventually . . .  |  |
| **Transition out:** |  |  |
| **Lesson(s)** | What did you learn? | What I learned from that was . . . (That’s when I realized . . . That explains why . . . What I’ve since come to realize is . . . What I think we should have done was . . .) |  |
| **Reco Action(s)** | What do you think I should do? | And that’s why I think you should . . .  |  |

**Story #21**

**Story title: Arming your sponsor with a story**

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| **Step** | **Answers the question:** | **Story Spine** | **Notes for Your Story** |
| **Objective / Main message** | What do you want the audience to *think*, *feel*, or *do* as a result of hearing your story? |  |  |
| **Transition IN: (Hook)** | Why should I listen to this story? | I think the best example I’ve seen of that was . . .  |  |
|  |  |  |  |
| **CONTEXT** | Where and when did it take place? Who is the hero and what does they want? Other background needed to understand characters’ motivations? | Back in \_\_\_, at \_\_\_, there was \_\_\_\_, and they were trying to . . . (could be an unspoken objective) |  |
| **CHALLENGE** | What was the problem/opportunity? | Then, one day \_\_\_\_. |  |
| **CONFLICT** | What did they do about it? (Show the honest struggle between hero and villain, even if internal. Can’t be too easy.) | So they \_\_\_\_, and then they \_\_\_\_, and so they \_\_\_\_.  |  |
| **RESOLUTION** | How did it turn out (for everyone)? (How are things/characters changed as a result?) | Eventually . . .  |  |
| **Transition out:** |  |  |
| **Lesson(s)** | What did you learn? | What I learned from that was . . . (That’s when I realized . . . That explains why . . . What I’ve since come to realize is . . . What I think we should have done was . . .) |  |
| **Reco Action(s)** | What do you think I should do? | And that’s why I think you should . . .  |  |

**Story #22**

**Story title: Coaching the breakup**

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| **Step** | **Answers the question:** | **Story Spine** | **Notes for Your Story** |
| **Objective / Main message** | What do you want the audience to *think*, *feel*, or *do* as a result of hearing your story? |  |  |
| **Transition IN: (Hook)** | Why should I listen to this story? | I think the best example I’ve seen of that was . . .  |  |
|  |  |  |  |
| **CONTEXT** | Where and when did it take place? Who is the hero and what does they want? Other background needed to understand characters’ motivations? | Back in \_\_\_, at \_\_\_, there was \_\_\_\_, and they were trying to . . . (could be an unspoken objective) |  |
| **CHALLENGE** | What was the problem/opportunity? | Then, one day \_\_\_\_. |  |
| **CONFLICT** | What did they do about it? (Show the honest struggle between hero and villain, even if internal. Can’t be too easy.) | So they \_\_\_\_, and then they \_\_\_\_, and so they \_\_\_\_.  |  |
| **RESOLUTION** | How did it turn out (for everyone)? (How are things/characters changed as a result?) | Eventually . . .  |  |
| **Transition out:** |  |  |
| **Lesson(s)** | What did you learn? | What I learned from that was . . . (That’s when I realized . . . That explains why . . . What I’ve since come to realize is . . . What I think we should have done was . . .) |  |
| **Reco Action(s)** | What do you think I should do? | And that’s why I think you should . . .  |  |

**Story #23**

**Story title: Service after the sale**

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| **Step** | **Answers the question:** | **Story Spine** | **Notes for Your Story** |
| **Objective / Main message** | What do you want the audience to *think*, *feel*, or *do* as a result of hearing your story? |  |  |
| **Transition IN: (Hook)** | Why should I listen to this story? | I think the best example I’ve seen of that was . . .  |  |
|  |  |  |  |
| **CONTEXT** | Where and when did it take place? Who is the hero and what does they want? Other background needed to understand characters’ motivations? | Back in \_\_\_, at \_\_\_, there was \_\_\_\_, and they were trying to . . . (could be an unspoken objective) |  |
| **CHALLENGE** | What was the problem/opportunity? | Then, one day \_\_\_\_. |  |
| **CONFLICT** | What did they do about it? (Show the honest struggle between hero and villain, even if internal. Can’t be too easy.) | So they \_\_\_\_, and then they \_\_\_\_, and so they \_\_\_\_.  |  |
| **RESOLUTION** | How did it turn out (for everyone)? (How are things/characters changed as a result?) | Eventually . . .  |  |
| **Transition out:** |  |  |
| **Lesson(s)** | What did you learn? | What I learned from that was . . . (That’s when I realized . . . That explains why . . . What I’ve since come to realize is . . . What I think we should have done was . . .) |  |
| **Reco Action(s)** | What do you think I should do? | And that’s why I think you should . . .  |  |

**Story #24**

**Story title: Loyalty building story**

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| **Step** | **Answers the question:** | **Story Spine** | **Notes for Your Story** |
| **Objective / Main message** | What do you want the audience to *think*, *feel*, or *do* as a result of hearing your story? |  |  |
| **Transition IN: (Hook)** | Why should I listen to this story? | I think the best example I’ve seen of that was . . .  |  |
|  |  |  |  |
| **CONTEXT** | Where and when did it take place? Who is the hero and what does they want? Other background needed to understand characters’ motivations? | Back in \_\_\_, at \_\_\_, there was \_\_\_\_, and they were trying to . . . (could be an unspoken objective) |  |
| **CHALLENGE** | What was the problem/opportunity? | Then, one day \_\_\_\_. |  |
| **CONFLICT** | What did they do about it? (Show the honest struggle between hero and villain, even if internal. Can’t be too easy.) | So they \_\_\_\_, and then they \_\_\_\_, and so they \_\_\_\_.  |  |
| **RESOLUTION** | How did it turn out (for everyone)? (How are things/characters changed as a result?) | Eventually . . .  |  |
| **Transition out:** |  |  |
| **Lesson(s)** | What did you learn? | What I learned from that was . . . (That’s when I realized . . . That explains why . . . What I’ve since come to realize is . . . What I think we should have done was . . .) |  |
| **Reco Action(s)** | What do you think I should do? | And that’s why I think you should . . .  |  |

**Story #25**

**Story title: Summarizing the call: a great sales story**

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| **Step** | **Answers the question:** | **Story Spine** | **Notes for Your Story** |
| **Objective / Main message** | What do you want the audience to *think*, *feel*, or *do* as a result of hearing your story? |  |  |
| **Transition IN: (Hook)** | Why should I listen to this story? | I think the best example I’ve seen of that was . . .  |  |
|  |  |  |  |
| **CONTEXT** | Where and when did it take place? Who is the hero and what does they want? Other background needed to understand characters’ motivations? | Back in \_\_\_, at \_\_\_, there was \_\_\_\_, and they were trying to . . . (could be an unspoken objective) |  |
| **CHALLENGE** | What was the problem/opportunity? | Then, one day \_\_\_\_. |  |
| **CONFLICT** | What did they do about it? (Show the honest struggle between hero and villain, even if internal. Can’t be too easy.) | So they \_\_\_\_, and then they \_\_\_\_, and so they \_\_\_\_.  |  |
| **RESOLUTION** | How did it turn out (for everyone)? (How are things/characters changed as a result?) | Eventually . . .  |  |
| **Transition out:** |  |  |
| **Lesson(s)** | What did you learn? | What I learned from that was . . . (That’s when I realized . . . That explains why . . . What I’ve since come to realize is . . . What I think we should have done was . . .) |  |
| **Reco Action(s)** | What do you think I should do? | And that’s why I think you should . . .  |  |