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STORYTELLING GUIDE

The Story Bank Starter

"I don't have any stories" isn't true. Find them, shape them, and tell one this week.

STEP 1 | START HERE

Watch my quick walkthrough first

Loom video link

Facts tell. Stories sell.

People forget lists, but they remember stories. You don't need life-or-death moments. You need a moment where something changed, even a small one. Four moves.

1

FIND

Every night, write down one moment from today that changed something.

2

ZOOM

Find the 5 seconds where it flipped. Start close to that moment.

3

RELIVE

Hook first. Tell it like you're seeing it again, with dialogue and pauses.

4

SHARE

Validate, bridge, then share. Never one-up.

When to tell it

"I'm so tired, this test wrecked me."

ONE-UPPING

"You think you're tired? I worked a 15-hour shift yesterday." Now it's a competition.

VALIDATE, BRIDGE, SHARE

V "That's rough."
B "Tests can be brutal."
S I remember a pop quiz where I blanked on my own name..."

STEP 2 | FILL YOUR BANK

You have more stories than you think

Stuck? Try your firsts, bests, and worsts. Tick any that spark a memory, then bank 3 below.

- | | |
|--|---|
| ☐ First job, or first day at one | ☐ First time you stood up for yourself |
| ☐ Best win you've had this year | ☐ Best day with your friends |
| ☐ Worst moment that turned out fine | ☐ Worst fail that taught you something |

STORY 1

Title

The 5-second moment where it flipped

STORY 2

Title

The 5-second moment where it flipped

STORY 3

Title

The 5-second moment where it flipped

Keep it growing with Homework for Life (from Matthew Dicks' book Storyworthy): one line a night in one note or spreadsheet. In 2 weeks you'll have 15+ stories ready to go.

STEP 3 | SHAPE ONE

Before. The moment. After.

Pick one story from your bank and build it here. Then tell it to your camera, cut it in half, and tell it again.

Hook (one line that makes them want to hear it)

Before (start close, skip the backstory)

The moment (what you saw, what was said, how it felt)

After (what changed)

The takeaway (no lesson? don't tell it)

Self-check

- ☐ I started close to the moment
- ☐ I relived it instead of reporting it
- ☐ It's under 60 seconds after cutting it in half
- ☐ This week I told it to a real person using Validate, Bridge, Share

Want me to hear your story and tell you exactly what to fix?

Get more help inside our community

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