

## Session Two: Crafting Your Inspiring Story

A. Give a name to the story you are working on today: \_\_\_\_\_

B. What is the event or situation of your story? \_\_\_\_\_  
\_\_\_\_\_

C. Start with the Point in Mind:

- Start with your idea for a story
- Identify the point or lesson
- Go back to the beginning and start crafting your story towards that point

D. To determine the point of your story, answer these questions:

- What do you want to teach?
  - What do you believe your audience needs to learn?
  - What do you want them to do differently or think differently?
  - How do you want them to feel?
- \_\_\_\_\_
- \_\_\_\_\_

E. The Phrase That Pays summarizes the point of your story with a catchy and memorable phrase:

- Short and sweet
- Musical and rhythmic
- Starts with a verb
- It's a call to action
- To rhyme is sublime (walk your talk)
- Alliteration is awesome (make your move, get a grip, be bold)
- What do you now do differently than you did before? Say it in five words or less:  
\_\_\_\_\_
- How do you now think differently than you did before? Say it in five words or less:  
\_\_\_\_\_

F. How to write a conversational script – see chapter 10 in Doug's book

- Talk and transcribe – simply talk your story out loud and write it down
- Talk and type – talk your story and type it, but resist the urge to edit
- First draft – this is simply a memory dump

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- Second draft – begin to craft your story using The Nine Steps of Story Structure
- Third draft – edit your story for clarity and to improve your descriptions
- Time your script out loud and on your feet

## G. The Nine Steps of Story Structure – see chapter 11 in Doug’s book

1. Set the scene
2. Introduce the characters\* (when they naturally come into the story)
3. Begin the journey
4. Encounter the obstacle
5. Overcome the obstacle
6. Resolve the story
7. Make the point
8. Ask the question
9. Restate the point

### 1. Set the scene:

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### 2. Introduce the (main) characters:

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### 3. Begin the journey:

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### 4. Encounter the obstacle:

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### 5. Overcome the obstacle:

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6. Resolve the story:

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7. Make the point – with a Phrase That Pays:

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8. Ask the question:

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9. Restate the point:

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H. Stick the Landing – Steps 7, 8 and 9 of the Nine Steps

- Step 7 – What that experience taught me was, let go. (or)
- Step 7 – What I learned from that experience was, let go.
- Step 8 – How about you, have you ever held onto something that held you back? (or)
- Step 8 – What about you, are you holding onto to something that is holding you back?
- Step 9 – Then my challenge for you is...let go.

I. The right mix of content and context – Hide the Pill in the Peanut Butter. Insert small amounts of content in any or all of Steps 1, 3, 5 or 8 of the Nine Steps of Story Structure.

CONTENT

- Data

CONTEXT

- Story

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- Facts
- Research
- Conclusions
- Conversations and dialogue
- Emotions
- Process

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J. Move with intention:

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K. Connect with eye contact:

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