



# Storytelling Worksheet

1. Select a scenario  
(business development call, buyer objection, presentation...)

2. Create a story you might tell:

- Main character: \_\_\_\_\_
- Why you're telling the story: \_\_\_\_\_  
\_\_\_\_\_
- Conflict main character faced: \_\_\_\_\_  
\_\_\_\_\_
- How you will foreshadow \_\_\_\_\_  
\_\_\_\_\_
- Quote (something main character said) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- Questions you might include \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- Outcome: \_\_\_\_\_  
\_\_\_\_\_

(See page 2 for guideline details)

Key Guidelines:

1. **The story can NOT be about you! Start with a character your audience will find compelling.**
2. **Set the stage.** One quality of a bad story or storyteller is making listeners' feel that they are being subjected to pointless rambling. To avoid this pitfall, begin by not only introducing your compelling character, but also explaining "why" you are telling a story about them.
3. **Establish conflict.** Every good story requires some type of conflict.
4. **Foreshadow.** To build a bit of suspense and heightened interest, add foreshadowing by hinting at what is to come. "I think you'll be surprised at what So-and-So discovered..."
5. **Use dialog.** Add credibility or humor with a direct quote. People tend to remember these!
6. **Keep it interactive.** Use receptivity tests or rhetorical questions to keep the audience engaged and to measure their buy-in & understanding.