

Supercharge Your Sales Through Storytelling

Quick Story Worksheet

Your Customer (The Hero)

They are:

They want to:

The Transformation

What helped them move forward:

What did you do:

Build Your Story

"A _____
was struggling with _____
Every time _____
So we _____
After that _____
And now _____"

Examples

Before: "I manage social media for small businesses."

After: "A café owner was posting every day but still had empty tables — three months later, weekends were fully booked."

Before: "I help women get fit."

After: "A busy mum had no time or energy for herself — now she feels stronger, healthier, and back in control."

The Problem

What are they struggling with:

How does it show up:

How does it make them feel:

- Stuck _____
- Frustrated _____
- Overwhelmed _____
- Other _____

The Result

What happened afterwards:

- Confidence _____
- Clients _____
- Sales _____
- Other _____

Use This Week (Action)

- Networking
- Website
- LinkedIn
- Sales conversation