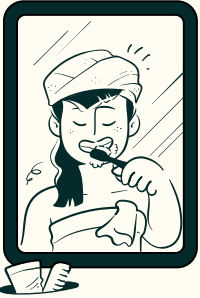


# Storytelling Madlibs **FOR ENTREPRENEURS**

## Act 1: Step 1

### Introductions



Introduce the setting and a character we can identify with and show us their current normal life...

## Act 1: Step 2

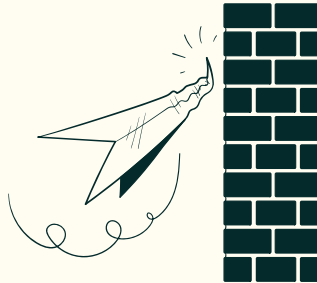
### Letter to Santa



Tell us what this character wants/needs or feels incomplete without...

## Act 1: Step 3

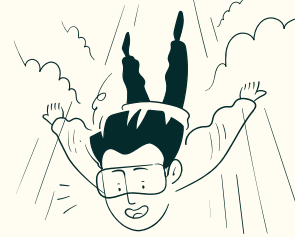
### Obstacle Course



What obstacles are / have been in the way of the character achieving their goal...

## Act 1: Step 4

### Get After It



This is the moment the character decides to go after the thing they want, take bold action, or choose to do something to achieve their goal...

## Act 2: Step 5

### Fun Montage Scene



This is where your character starts making strides towards their goal and they're having ups and downs as they approach the climax of the story...

## Act 2: Step 6

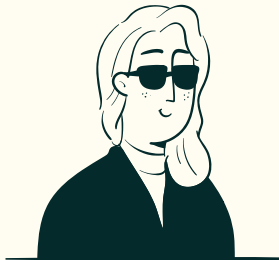
### The Big Bang Moment



This is the moment the story has been building towards. This moment can be a dream come true, a total disaster, or a miracle... as long as it creates a change in the character's world...

## Act 3: Step 7

### New Me, Who Dis?



After the Big Bang, your character returns to the world they started in, but it's not the same as before, it's their new normal...

## Act 3: Step 8

### Oprah's "Aha" Moment



What new insights, understandings, or lessons have been learned from this journey that are relevant to your ideal customer...

## Act 3: Step 9

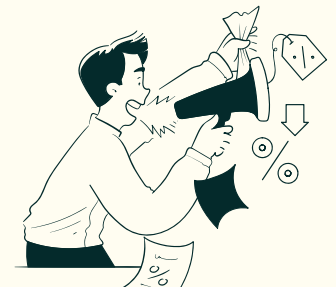
### Segue Back to the Biz



This is where we directly relate the character's journey, lesson, or experience back to your business....

## Act 3: Step 10

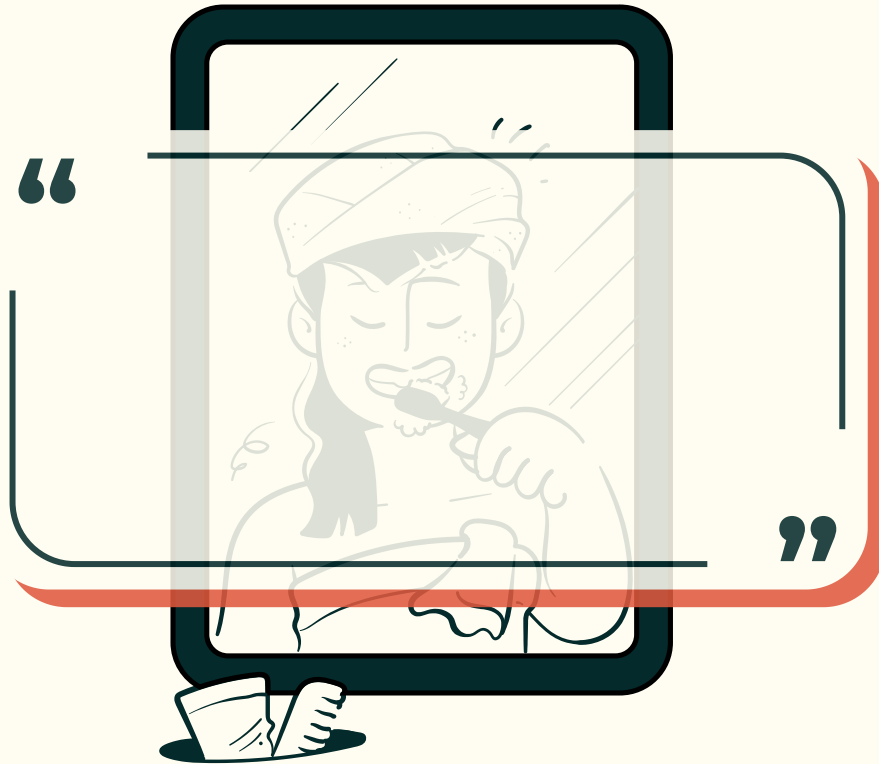
### Call To Action (CTA)



Clearly tell your audience what to do next: click this link, buy my course, download this guide, etc.

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Introduce the setting and a character we can identify with and show us their current normal life...

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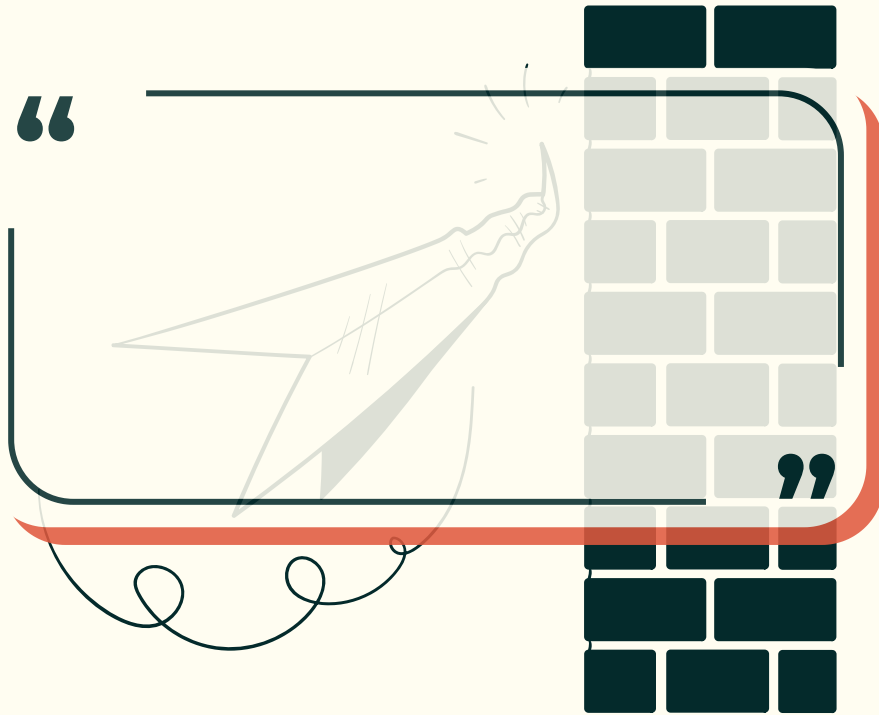
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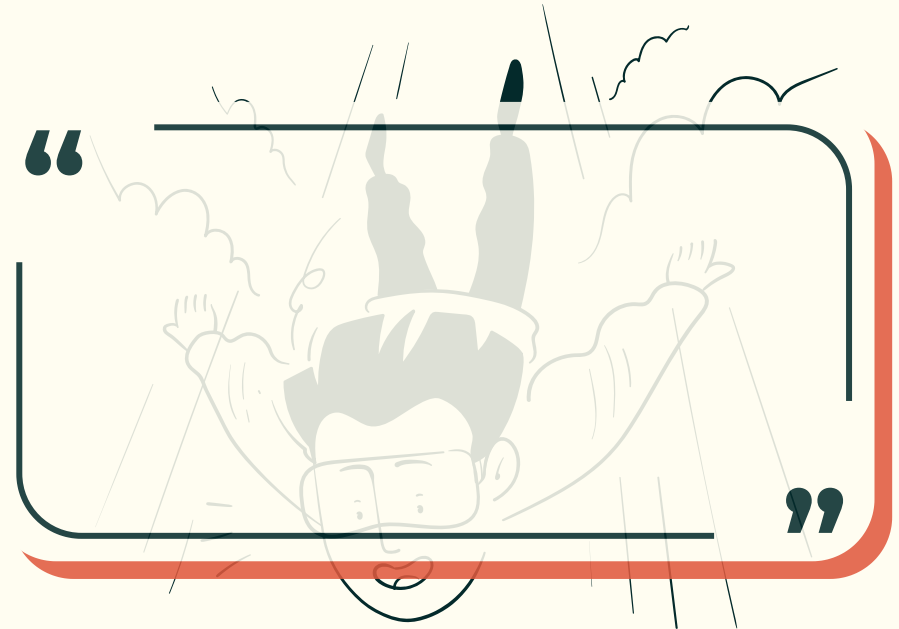
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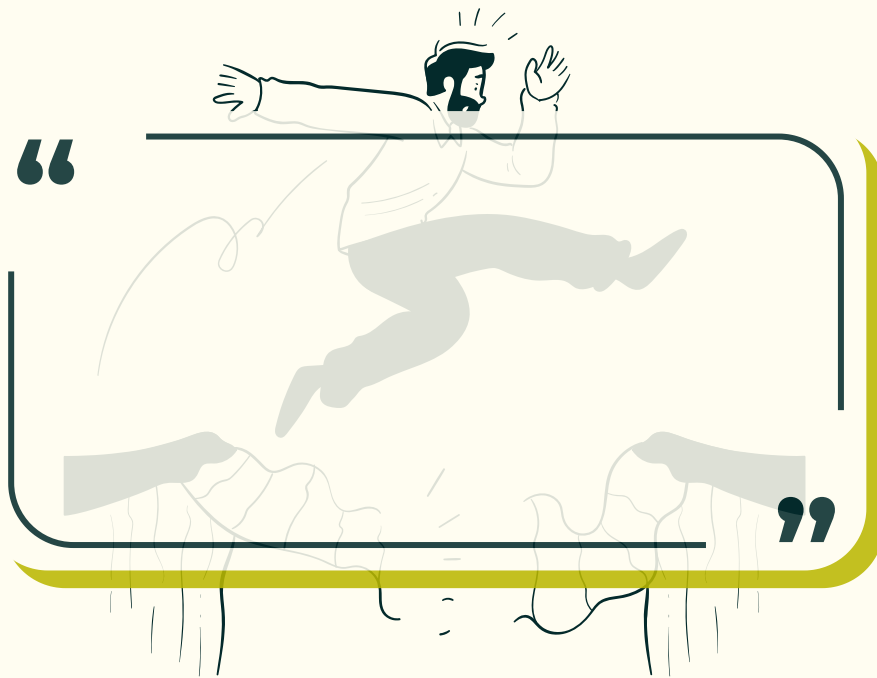
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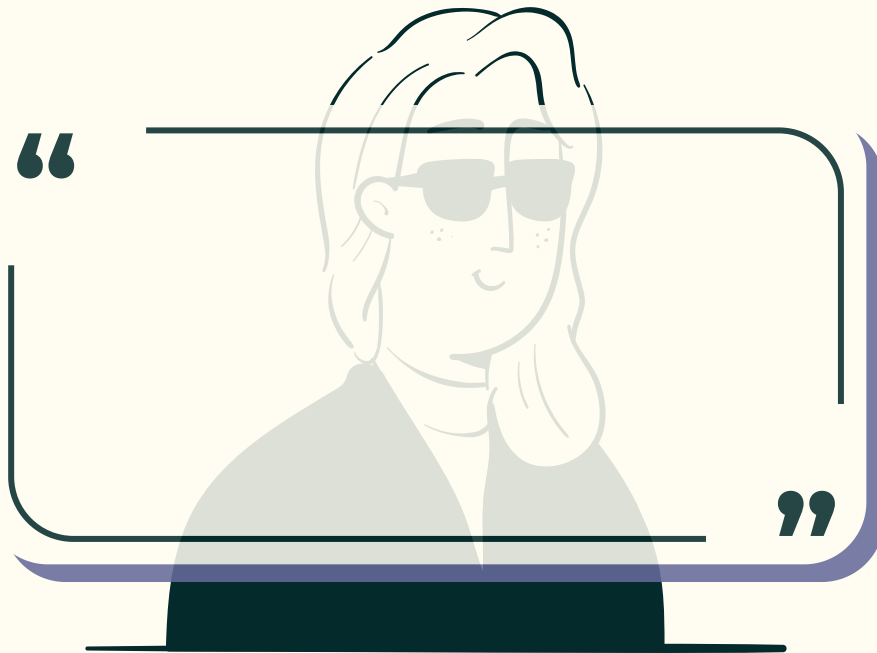
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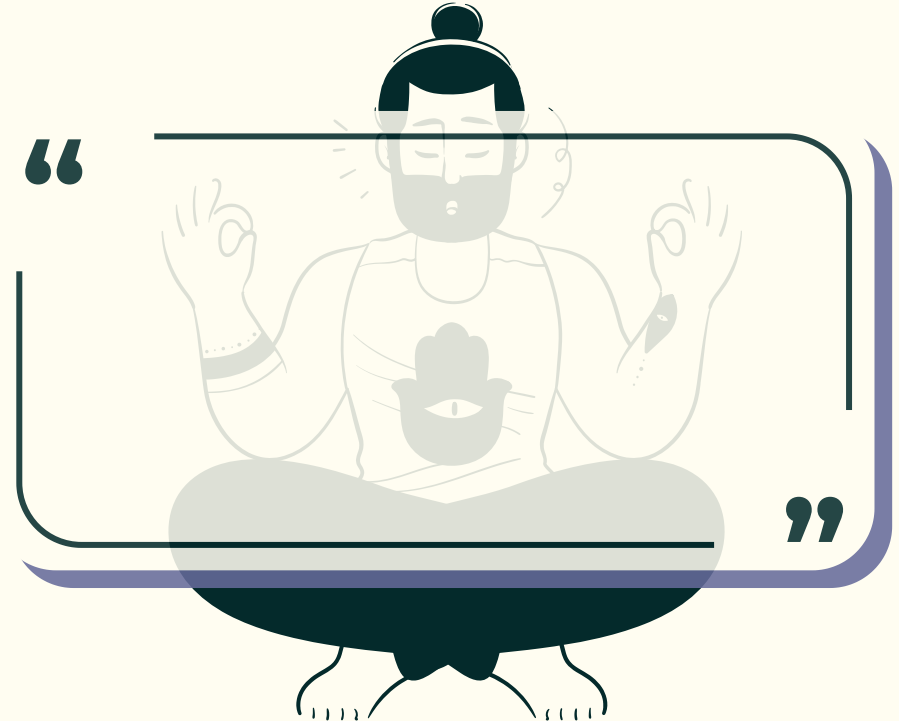
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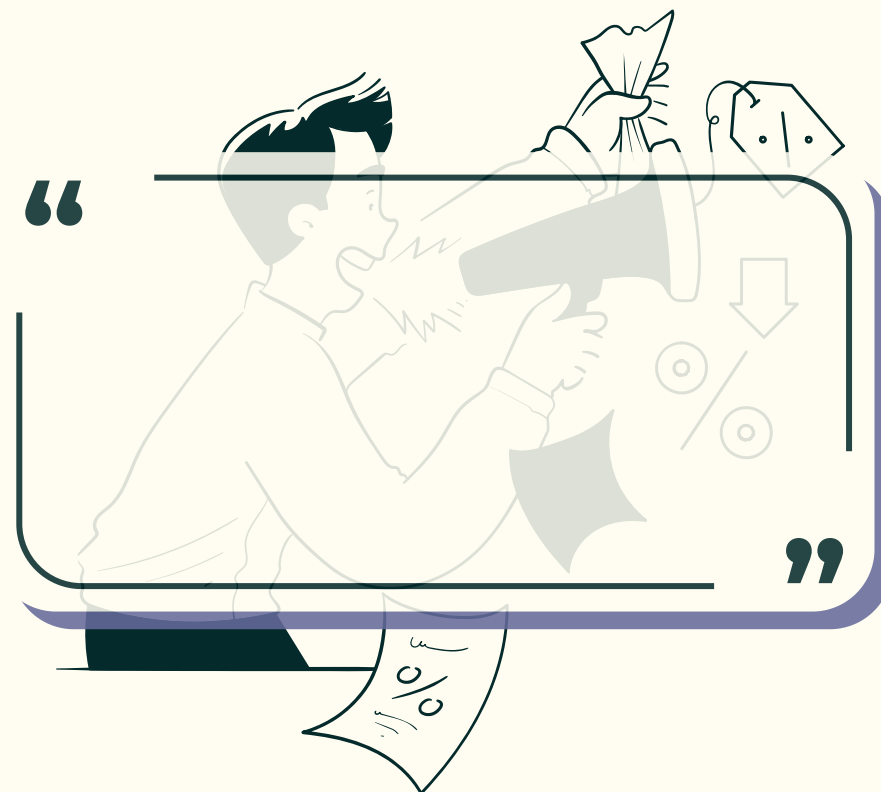
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Are YOU ready to  
**Get After It?**



If you liked this, you're gonna love  
my new course

**MARKETING FOR HUMANS!**



Modern marketing is all about connection, and we humans build connection by telling stories.

Whether it's your website, about page, emails, case studies, webinar scripts, or speaking gigs – telling a good story is the best marketing strategy you can use in 2024.

Marketing For Humans is the proven system for entrepreneurs to learn how to stand out, attract your ideal customers, and generate more revenue than you thought possible – all through the power of marketing like a human.