

Create a Story Bank Worksheet

Your presentations will be far more effective, memorable, and persuasive if you include stories to illustrate them. Here's how to identify the right ones to use.

What is the key point you want to make in your presentation?

How is this point relevant to you, someone you know, or a customer?

(Examples: You're developing a productivity software that can enable parents like you to spend more time with their kids. You're helping to make mortgages more accessible to middle-class families, so they can buy their first home.)

Identify and list three to five subpoints to make in your presentation.

1

2

3

4

5

For each point, think of at least one personal story (about you, someone you know, or a customer) that illustrates the point and why it matters. Brainstorm as many stories as you can, so you can choose different ones that will be relevant to different groups (e.g., an audience of college students is likely to respond differently than a crowd of senior citizens would).

Story to Illustrate: Point 1

Story to Illustrate: Point 2

Story to Illustrate: Point 3

Story to Illustrate: Point 4

Story to Illustrate: Point 5
