

Storytelling Class

Speak with Persuasion

Workbook

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Welcome!

Welcome to this Storytelling Class! A class in which you will learn what it takes to create the perfect story. A story that resonates, a story that connects.

The class takes you through the different phases of building the story. Discussing all-important elements of a story.

You'll learn how to look at storytelling for your business. How to understand whom you are targeting. You'll learn to craft the perfect character for your story. And you'll learn how to make the story resonate.

This document

This document will help you take the steps to creating your perfect story.

The class consists of eight different sections, as well as a section in which you can get your diploma and personal feedback.

In the class you can watch videos and read articles. In different lessons you will get assignments to take you to the next step. This document makes sure you do them correctly. Here you can bring everything you learn together.

How to use this document

Use this document as a workbook. It is the place where you can write down the questions and notes you made during the lessons and where you can start creating your story.

For each lesson you will find what the lesson is about, what the learning objectives for that lesson are and what actions you can take in creating your story.

Our suggestion is to print out this workbook and use it to make notes!

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Class Outline

The contents of the class are as follows:

Behind storytelling

- Importance of storytelling
- The Why of Storytelling
- Business storytelling

Before you start

- Before you start your story
- Preparation
- Getting your things
- Finding your story

Your Audience

- Getting a connection
- Steps to get closer to your audience
- Researching your audience

The Start of your story The Start of your story

- The where and when of the story
- Situation

The Character

- The Character
- About your Character
- The Character's World
- The journey of your character
- The hero: good or bad? Real or Fake?
- Creating your character
- Steps to creating your character: 1,2,3
- Flaws and strengths
- Creating the character

The Core action part

- Why you need conflict and the growth opportunity
- The Growth opportunity
- The dramatic question or incident
- Building out the big conflict
- Creating obstacles
- Stakes

Ending your story

- The final turning point
- How to end a story

Lesson: The Story of my Grandma



Summary

In this class, I refer back to the story of my Grandma quite a bit. It is a great example of how to use and build a personal story for business purposes.

Learning objectives

Your learning objective for this class is to understand:

- How a personal story can help
- What makes this story stick?
- What can a story do?

Your actions

- Watch the video
- Write down what you took out of this story

From this story, I took:

Section: Behind storytelling

Why do we even need storytelling? Is it just because of the hype? Or is there something more to it? Everybody is talking about it, so it must be something good, right?

Well, only if you do it right. And to do it right, you need to understand the reasoning behind storytelling. In this section we will talk about what storytelling can do for you and what it does to those you tell a story to. You'll find lessons about the Why of Storytelling and how to use storytelling in business and you'll find links to relevant articles and pages outside of this class.

Behind storytelling

In this section we will talk about what storytelling can do for you and what it does to those you tell a story to.

Lessons:

- Importance of storytelling
- The Why of Storytelling
- Business storytelling

Lesson: The Why of Storytelling



Summary

What makes Storytelling important? Why are we as humans so perceptive for stories? The why behind Storytelling is explained.

Learning objectives

In this lesson you will learn:

- Stories are part of our DNA
- Stories have lessons in them
- The listener will always take something away from a story
- Stories make people think, learn and remember

Your actions

You don't need to take any action for this lesson.

Extra links or information

Read about the importance of storytelling in these articles:

- [Storytelling: hype or real?](#)
- [The power of storytelling](#)

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Lesson: Business Storytelling



Summary

What makes storytelling so interesting for businesses? And how can you use the power of storytelling as a business? In this lesson we'll dive into the benefits of Storytelling for businesses.

Learning objectives

In this lesson you will learn:

- How stories can help a business
- What stories can do for a business
- That stories help built trust

Your actions

Write down in one paragraph how a story could help your business. Why are you doing this?

Extra links or information

Read about the importance of storytelling in these articles:

- [Why research and storytelling are important in public speaking](#)
- [Why telling stories will help you win pitches](#)

Section: Before you start - preparation

Before we start the story, there are two things we need to do: prepare and get an understanding of your audience. Trust me, it will make your story a lot better and a lot more impactful!

In this section we talk about your preparation before you start writing a story. You need this to make sure your story will resonate with your audience!

Before you start

In this section we talk about your preparation before you start writing a story. You need this to make sure your story will resonate with your audience!

Lessons:

- Preparation
- Getting your things
- Finding your story

Lesson: Getting your things



Summary

What information do you need to assemble before you can produce a great story? To create a story that not just resonates, but has impact as well, you need to prepare.

What information do you need to assemble before you can produce a great story? You'll learn in this lesson!

Learning objectives

In this lesson you will learn:

- How to get information that helps you build a story
- How to determine the topic of your story
- How to start crafting your message

Your actions

In this lesson, there are some actions you are required to take to start creating the story:

Answer these questions:

Step 1 your message

Write down the message you want to get across, What is the message you want your audience to take away from the story?

Step 2: what your audience should take away

Finish this sentence:

My message is to make sure my audience understands that...

Step 3: what you want your audience to do

Finish this sentence:

After hearing this story, I want the audience to...

Lesson: Finding your story



Summary

Sometimes you don't need to create a story. You can find one, and then adapt or re-use it for your own purposes. How to find and use the right story for you is what we'll be looking at in this lesson.

Your story might already be out there. But how to find that story? And how to use it for your purposes? You'll learn here!

Learning objectives

In this lesson you will learn:

- That a story doesn't have to be yours
- How to recognise a good story
- How to recognise a story that fits your goal

Your actions

Take the following steps:

- 1. Take the message from the 'getting your things lesson'**
- 2. Determine the type of story you want:**

The story I want to use must have the following characteristics:

(Examples: Fun, Serious, Long, Short etc)

3. Write down how you want to use the story:

I want to use the story to...

Think of answers like: make a point, show an example, present a new idea, etc.

4. Search for internal stories and write down what stories you found.

Internal stories I found:

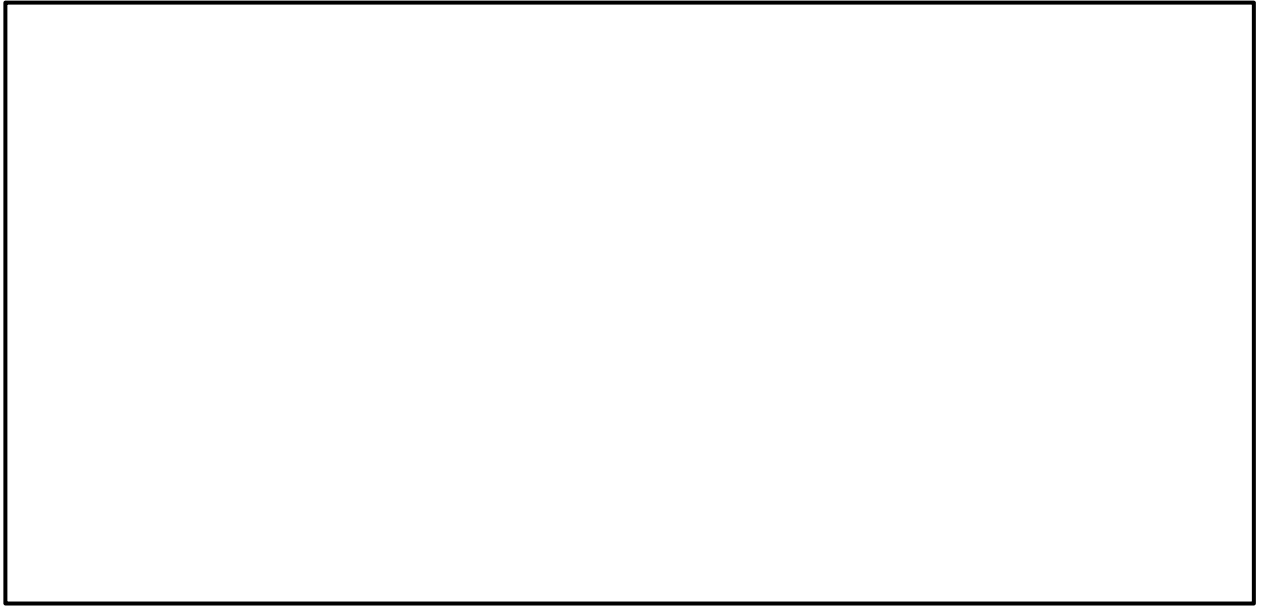
5. Search for external stories and write down what stories you found.

External stories I found:

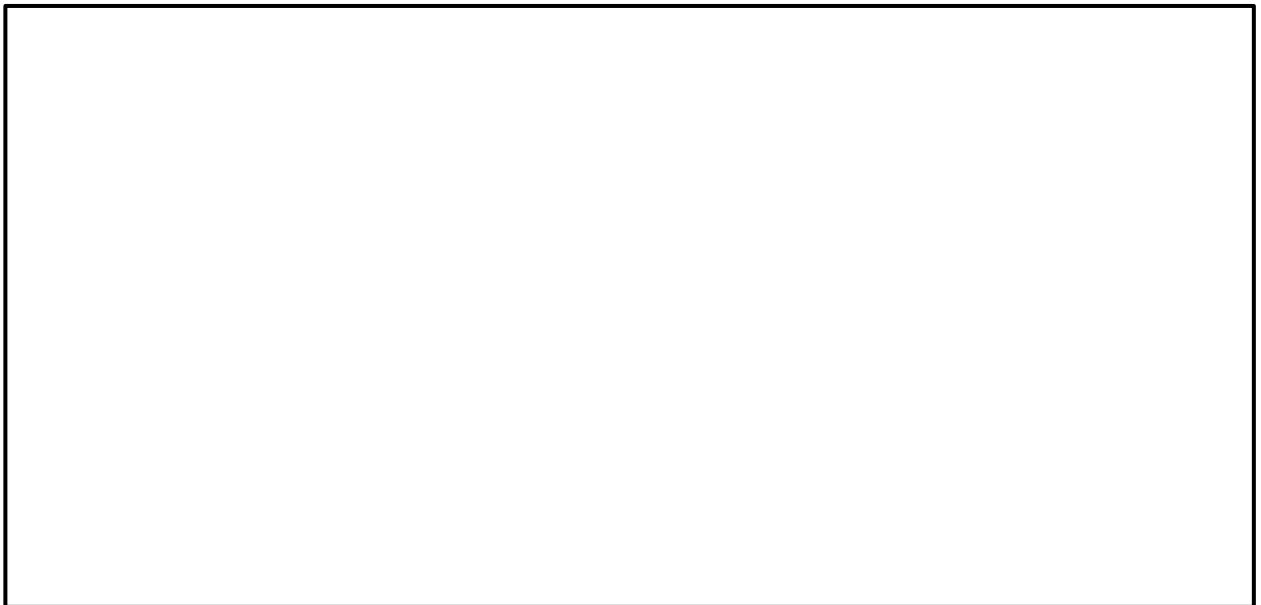
6 Connect the story to you

This story connects to me because...

This story connects to my message because...

A large, empty rectangular box with a black border, intended for a user to write their response to the prompt above.

This story connects to my brand because...

A large, empty rectangular box with a black border, intended for a user to write their response to the prompt above.

Section: Before you start - audience

In this section we are talking about your audience. How well do you know them? What should you know of them? And how to get that knowledge?

Your Audience

In this section we are talking about your audience. How well do you know them? What should you know of them? And how to get that knowledge?

Lessons:

- Getting a connection
- Steps to get closer to your audience
- Researching your audience

Lesson: Getting a connection



Summary

Why is it important to get a connection with your audience?
And what should that connection do?

Learning objectives

In this lesson you will learn:

- Why is it important to get a connection with your audience
- How that connection works

Your actions

No actions required in this lesson

Lesson:

Steps to get closer to your audience



Summary

How do you get closer to your audience? What steps can you take to make sure you and your audience connect? In this lesson we will look at ways and means to get your story closer to your audience.

Learning objectives

In this lesson you will learn:

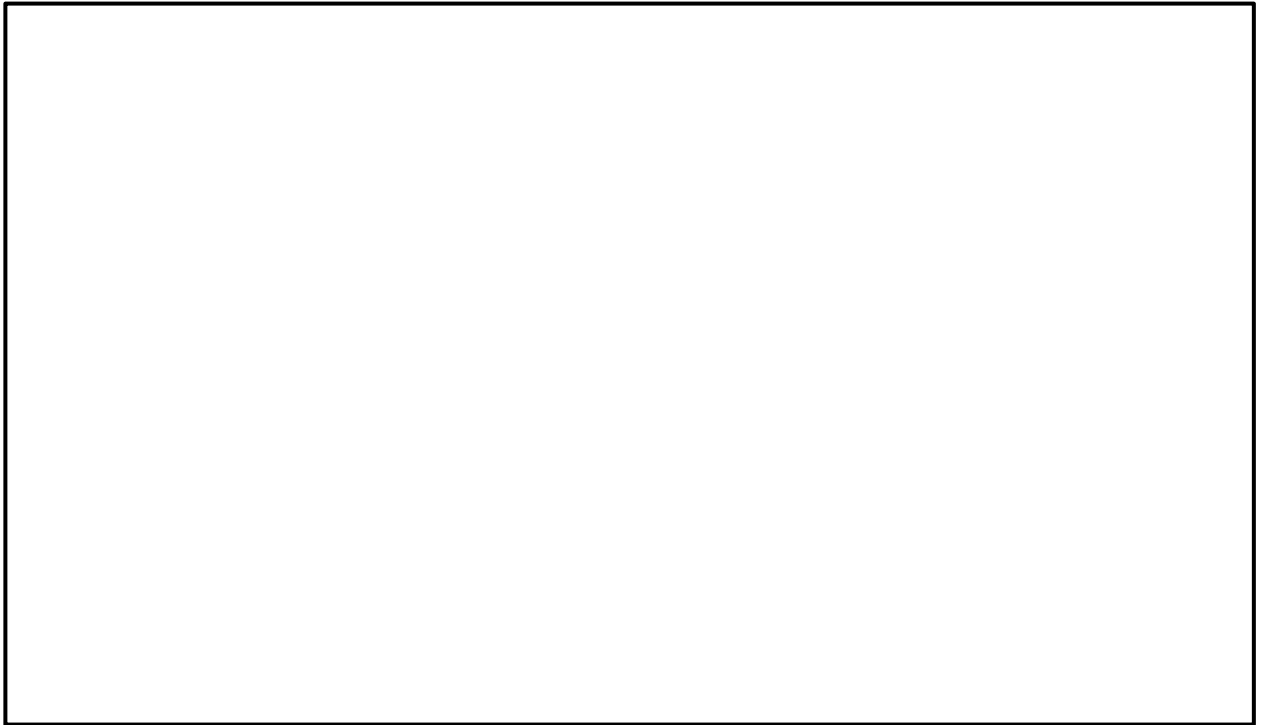
- Steps to get closer to your audience
- Questions to ask yourself about your message
- Questions to ask yourself about your audience

Your actions

Answer these questions:

Why am I telling this story? What is your purpose, what do you want to get across?

What is the moral of the story?



What is the hook for the audience?

Answer this question with these questions in mind:

What is in it for them?

Why are they there?

What is the problem they need to have solved?



Lesson: Researching your audience



Summary

To get closer, you need to research your audience. But how do you do that? You'll learn in this lesson!

Learning objectives

In this lesson you will learn:

- What type of research you need to do
- What tools to use to research your audience
- How to set goals for your research
- What to research

Your actions

Set some goals for your research

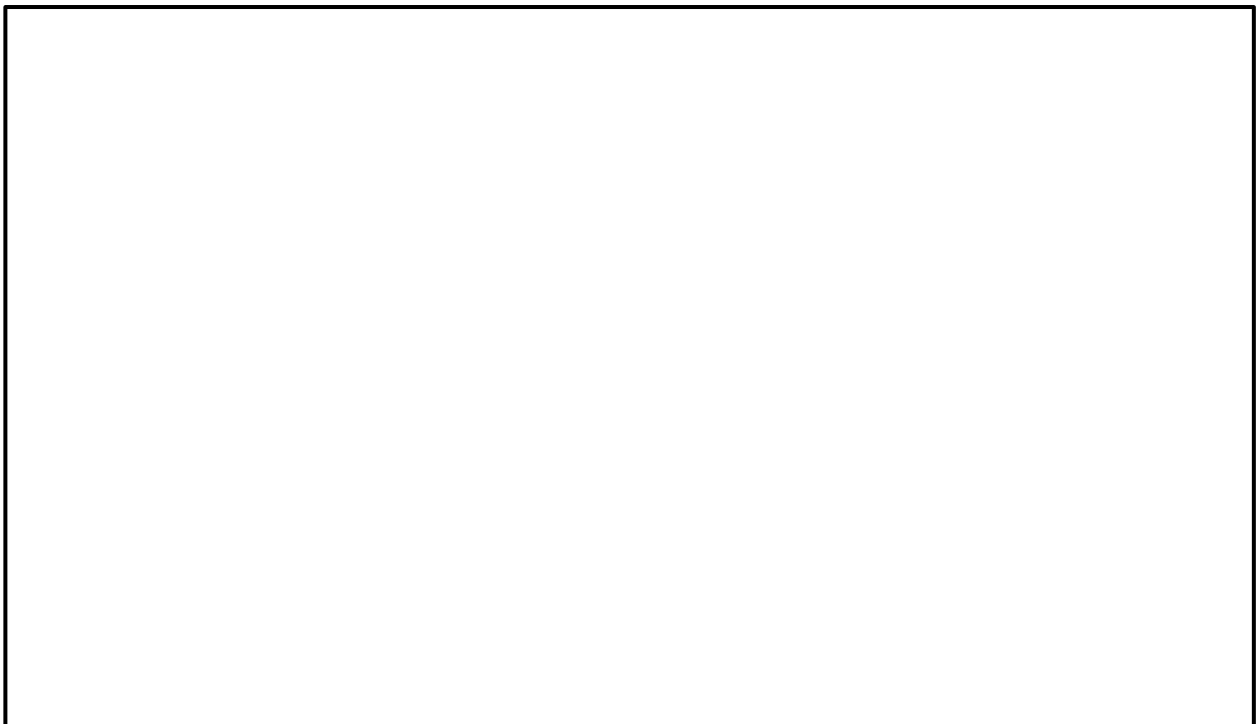
Write down the general information you found on your audience:

Write down what information you found on cultural aspects about your audience:

What problems does the audience have?

A large, empty rectangular box with a black border, intended for the user to write their response to the question about audience problems.

Are your assumptions right?

A large, empty rectangular box with a black border, intended for the user to write their response to the question about assumptions.

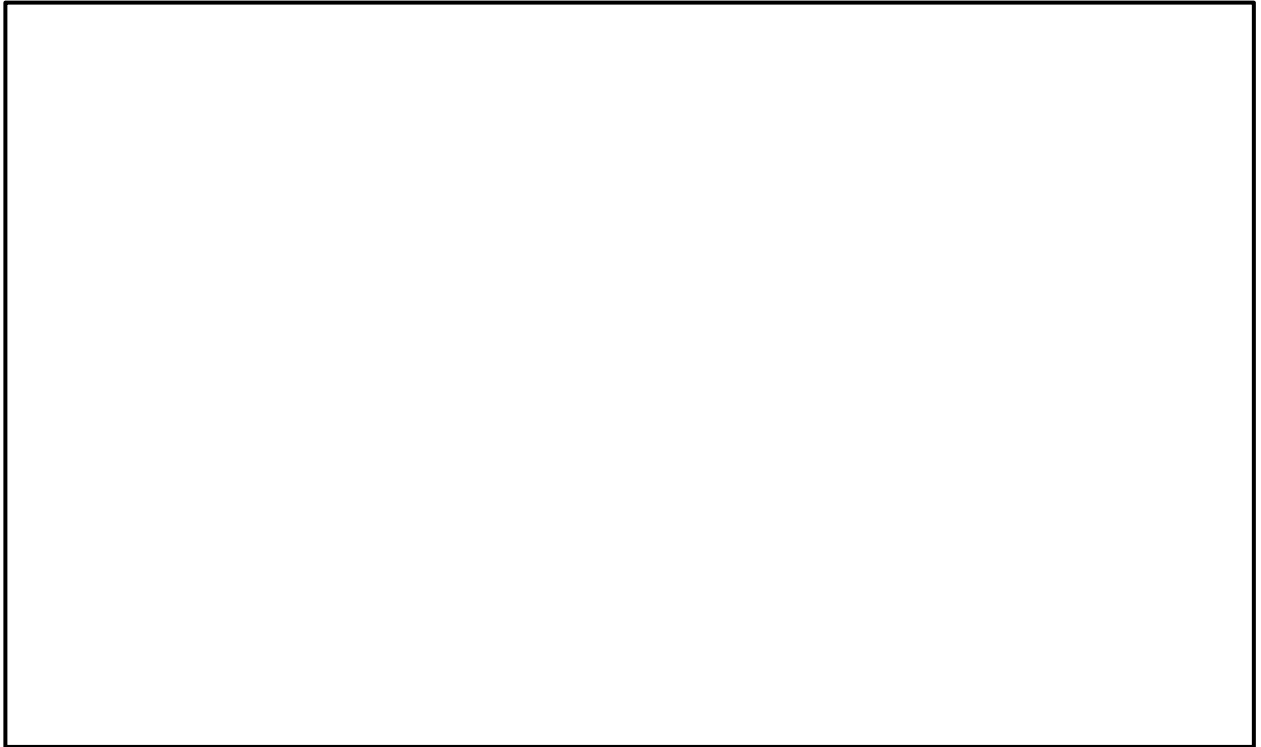
Create your customer persona

Answer these questions to create your persona:

Why are they there?

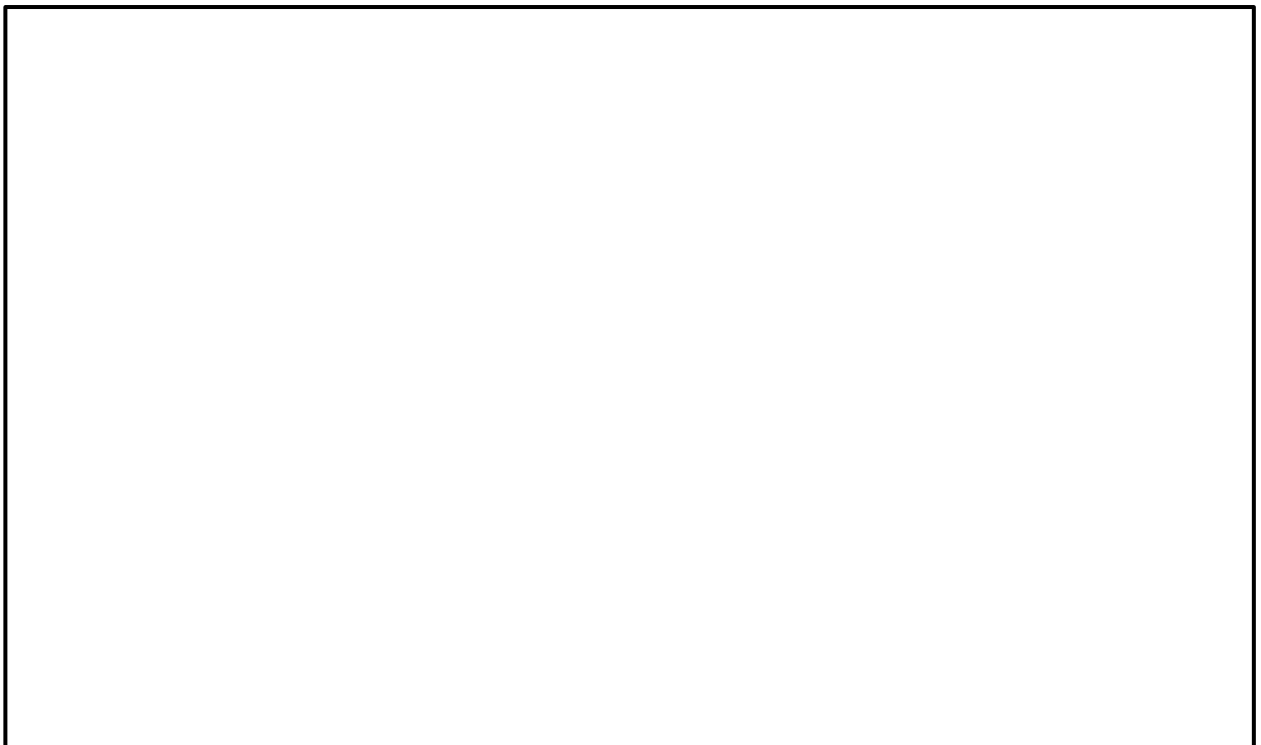
What questions do they have?

What assumptions do they have?



**On what elements do you have an overlap with your audience?
Where can you help them?**

Make a list of 3-5 points that connect you, your audience and your story



Section: The Start of your Story

In this section we start creating your story. Where do you start? What is important in the beginning of the story?

The Start of your story

In this section we start creating your story. Where do you start?
What is important in the beginning of the story?

Lessons:

- The Start of your story
- The where and when of the story
- Situation

Lesson: The where and when of the story



Summary

An audience needs to understand where and when the story takes place to prevent them from getting 'lost'.

Learning objectives

In this lesson you will learn:

- Why the where and when of a story is important
- Understand what is important about the where and when

Your actions

Write down:

Where is the story taking place?

The story is taking place in...

When does the story take place?

The story is taking place in...

Lesson: Describing the situation in detail

Summary

Learning objectives

In this lesson you will learn:

- What is important to describe
- How to describe the situation
- The reasoning behind a story



Your actions

Describe the situation the main characters are in.

Think about:

where?

when?

why?

what?

The situation the main characters are in is:

25

Section: The character

There is one element your story cannot go without: a character. The character is crucial, because it is what your audience can relate to. They need to identify with the character.

In this section, we will dive into the character. What is important, how to determine your character and how to create the character.

This section is divided in two areas: the background of your character and creating the character.

The Character

In this section we dive into the most important element of your story: the character. You'll learn how to build the character up and to make your audience cheer for your character.

Lessons:

The Character

- About your Character
- The Character's World
- The journey of your character
- The hero: good or bad? Real or Fake?

Creating your character

- First 3 steps to creating your character
- Flaws and strengths
- Creating the character

Part 1: The background of your character

Lesson: About your Character



Summary

In this lesson we will look at things that are important to know about your character. A lot of things matter!

Learning objectives

In this lesson you will learn:

- The importance of the hero being relatable
- How to make your audience to 'root' for your character

Your actions

Write down what makes the audience relate to the character:



Lesson: The Character's World

Summary

We will look at the character's world. What does it look like? Where does he or she live? And what happens in that world?

Learning objectives

In this lesson you will learn:

- Why the audience needs to know about the character's world
- What the audience needs to know
- What you need to research about your audience

Your actions

Write down:

What is the dream of the character?

Outside Action:

Research your audience's problems and struggles. How does that connect to the dream of the audience?

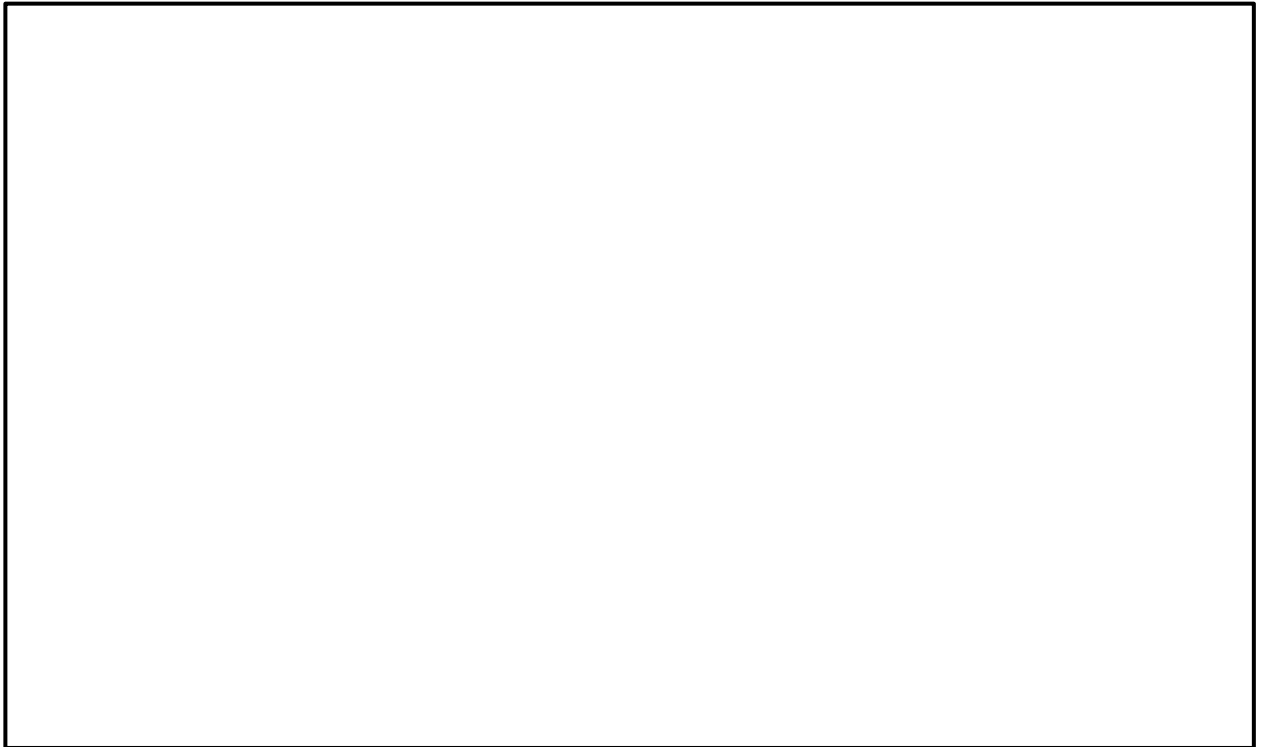
Situation

Describe the current situation of the character

Describe how the current situation could be better

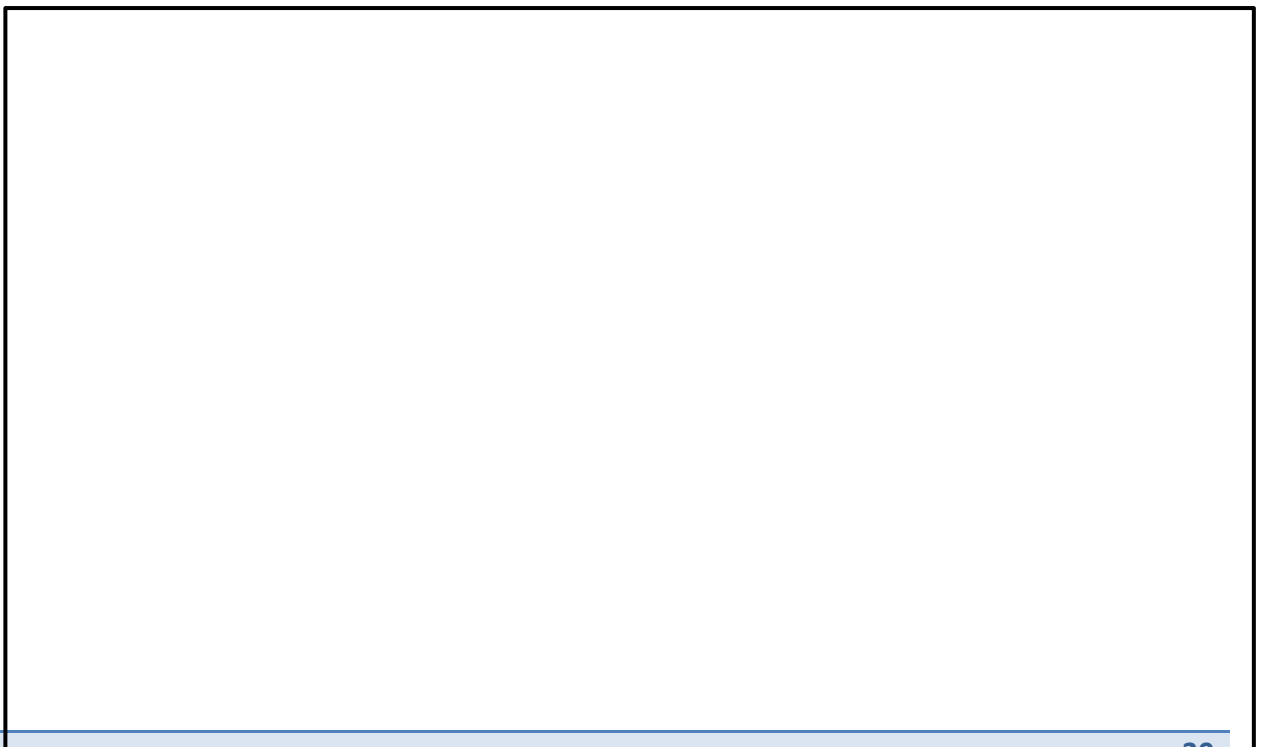
Problems of the audience

What problems does your audience have?

A large, empty rectangular box with a black border, intended for the user to write the problems of the audience.

Solution

Describe the new situation.

A large, empty rectangular box with a black border, intended for the user to describe the new situation.

Finish this sentence as your character:

"How great would it be to..."

Lesson: The journey of your character



Summary

Your character goes on a journey. But what type of journey?
Learn how to look at the journey of your hero.

Learning objectives

In this lesson you will learn:

- The importance of growth for your character
- How to show the growth of the character
- To pay attention to details

Your actions

Look at the journey of the character: do you see a journey
your character could go through?

Lesson: A deeper look at the hero: good or bad, real or fake?

Summary

Is your hero real? Or is it fake? And is he or she good or bad? Learn different ways to look at the hero.

Learning objectives

In this lesson you will learn:

- The different roles the hero can have
- To make a character feel real
- That the character doesn't have to be human



Your actions

Look at your character and see how 'real' the character feels.

Describe how close is the character to the audience

Decide if your character is going to be:

The hero	Yes / No
The villain	Yes / No
Part of the story	Yes / No

Human	☒
Non-human	☒

Part 2: Creating your character



Lesson: First steps to creating your character

Summary

Let's start creating your character! Learn where to start and build up your character.

Learning objectives

In this lesson you will learn:

- Steps to start creating the character
- Understanding your character a bit better
- Connect your message to the character

Your actions

Write down your message

Look back at the lesson "Getting your things" and write down the message again, improve when needed:

My message is to make sure that the audience understands that...

Write down your character's goals.

Goals for my character

What is the character trying to accomplish?

1.

2.

3.

Decide if it is a new or existing character

My character is...

A real person	☒
Not a real person	☒

Lesson: Flaws and strengths of your character

Summary

A character has a personality and thus strengths and weaknesses. Learn how to use them.



Learning objectives

In this lesson you will learn:

- How flaws and strengths can help build your character
- Connecting flaws to the goals
- Connecting strengths to the journey
- The elevator challenge

Your actions

Write down the flaws and strengths of the character (tabel)

FLAWS	STRENGTHS

The elevator challenge

Write down how your character will respond to being stuck in an elevator:

Lesson: Creating the character



Summary

Let's create your character! In this lesson you'll learn what to do to create the perfect character.

Learning objectives

In this lesson you will learn:

- How to create the character
- How to bring your character to life

Your actions

Write a one paragrapher about the character:

Send out the paragraph to people you know.

Write down characteristics of your character:

Characteristics of my character are:

Want your character's paragraph tested? Upload it to the site and we'll look at it for you!

Section: The “Core Action Part”

The “Core Action Part” is where it all happens in the story. This is where the character runs into obstacles. This is where the audience can see the story unfold. It is a big chunk of the work to create this part.

In this section we discuss the conflicts that the characters will face. We look at growth opportunity, obstacles and stakes.

The Core action part

In this section we talk about the heart of your story: the core action part. Here is where it all happens. The character sees obstacles and growth. This is where your message comes in!

Lessons:

- Why you need conflict and the growth opportunity
- The Growth opportunity
- The dramatic question or incident
- Building out the big conflict
- Creating obstacles
- Stakes

Lesson: Why you need conflict and the growth opportunity

Summary

Conflict and a growth opportunity are crucial for any story. You'll learn why in this lesson.

Learning objectives

In this lesson you will learn:

- Why you need conflict
- What is the growth opportunity
- Why the character needs growth



Your actions

Start thinking about potential obstacles.

Lesson: Building out your characters growth opportunity

Summary

The growth opportunity needs attention, because it determines the outcome. Let's look closer.

Learning objectives

In this lesson you will learn:

- How to create a growth opportunity
- How obstacles, character and goals work together



Your actions

Write down the growth opportunity

Answer: What change do you want the character to go through?

Answer: What was the character looking for at the beginning of the story?

Answer: What does the character realise at the end of the story?

Bring together:

The Character's character
The goals of the character
The obstacles

Lesson: The dramatic question or incident

Summary

Your goal is to create tension so the audience will keep on listening. For that you need a dramatic question or incident.

Learning objectives

In this lesson you will learn:

- What the dramatic question is
- What the dramatic question does
- Why you should use the dramatic question
- Steps to get to create the dramatic question



Your actions

Answer this question:

What is the first incident that shows the character needs to overcome a struggle?

Steps to get to create the dramatic question

Answer these questions:

1. What were the biggest problems the character has? (look back at lessons "Creating your character")

2. Look at all the potential obstacles and conflicts

3. Which one is the biggest problem?

4. What might trigger this problem?

Lesson: Building out the big conflict



Summary

To keep the tension alive, you need to build out the big conflict. In this lesson you'll learn what it takes to do that.

Learning objectives

In this lesson you will learn:

- You need more obstacles
- Why you need tension
- How to create tension

Your actions

Build the smaller challenges.

Brainstorm multiple smaller challenges.

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Lesson: Creating obstacles



Summary

But how do you create these obstacles? You'll learn here!

Learning objectives

In this lesson you will learn:

- How to create obstacles
- How to brainstorm obstacles
- How to connect it to your audience
- How to make it personal

Your actions

Brainstorm obstacles. Write down five of the obstacles you've brainstormed:

OBSTACLES

1. Look back at your message
2. Look back at the strengths of your character
3. Write down the opposite of the strengts of your character

STRENGTH	OPPOSITE

Answer these questions about the character (look back in your notes)

What potential problems does the character have?

What or who is the enemy of the character?

What is the worst thing that could happen to the character in relation to the story?

Connecting it to your audience

What is an obstacle your audience might face in relation to the story? List five.

Personalise it

What is an obstacle you've faced and how did you handle that?

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Lesson: Stakes



Summary

To make your audience root for your character, you will need stakes. Learn why and how.

Learning objectives

In this lesson you will learn:

- How to make your audience care about your character
- Why an audience cares
- The difference between internal, external and philosophical stakes

Your actions

Answer this question:

What would happen when the character would fail?

Write down potential stakes

What if...

Section: Ending your story

One of the hardest things to do is to end a story. You want to end on a high. You want to send the audience away feeling good and remembering your message. In this section you'll learn exactly how to do that.

Ending your story

In this section we talk about the ending of the story. What happens? But also: how do you create this ending? And does your message come back?

Lessons:

- The final turning point
- How to end a story

Lesson: The final turning point



Summary

At the end of the story, you need a final turning point. One that changes everything. Learn how to create that turning point.

Learning objectives

In this lesson you will learn:

- What is the final turning point?
- Types of events that make the turning point
- How to find the turning point

Your actions

Write down potential turning points

*List how important it is for the story to make sense
How important is it to reach the goal.*

Lesson: How to end a story



Summary

But how to really end a story? In this lesson you'll learn how to craft an ending that your audience can take home.

Learning objectives

In this lesson you will learn:

- How to end a story
- What a happy ending does
- When to end a story

Your actions

Answer: What change has the character gone through?