

Fall Accelerator Storytelling

Stories are more memorable than features and benefits alone.
Stories can evoke emotions, make connections and enable action.

Use this worksheet to craft your product stories.

3 Elements of Storytelling

1. **Relatable pain point**
2. **Realistic solution**
3. **Call to action / Hook question**

EXAMPLE:

Life can be stressful. My stress brings on headaches and tight muscles. Finding Magnesium Hand & Body Lotion has helped relieve the aches and pains PLUS leaves my skin feeling soft and hydrated. Are you wanting relief from stress and and get some added benefits?

What is the product focus? _____

What was the problem? _____

How did the product help? _____

What do you want people to do? _____