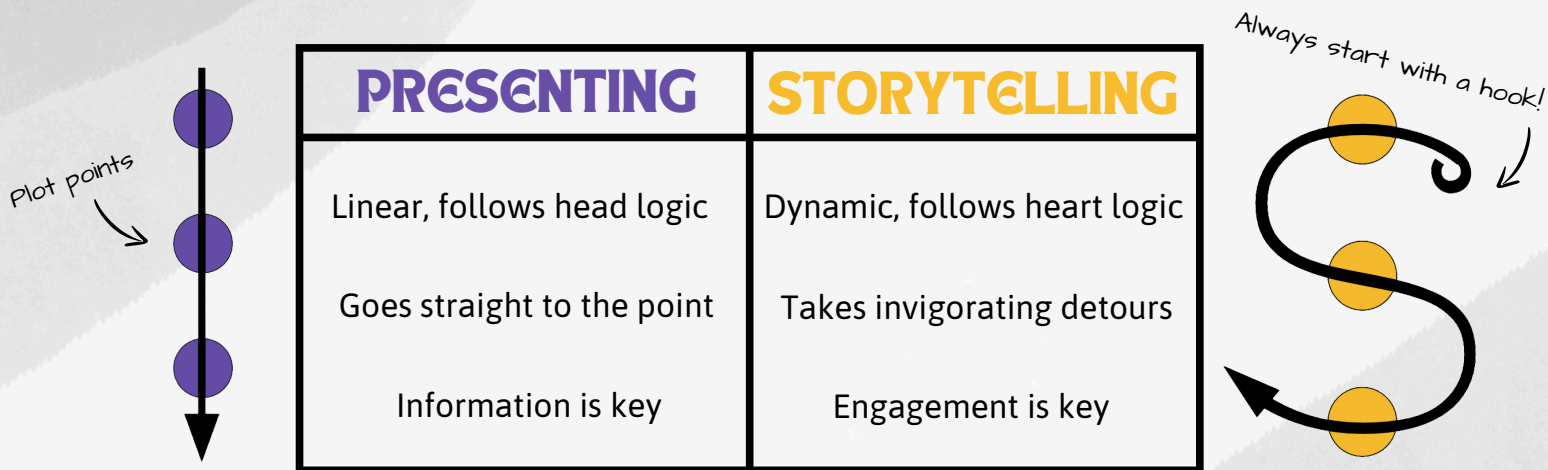


# THE STORYTELLING WORKBOOK

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## THE STORYTELLING FRAMEWORK

We have long been trained to present our ideas in class and work, to aim for concision and delivery perfection. Storytelling challenges this convention by encouraging people to present new ideas in a more memorable, engaging, and humanistic manner.



## THE STORYTELLER'S MINDSET aka the 5Rs

Here are five mindsets to tap into when you are trying to turn information into a story. You probably use many of these techniques in your daily lives, but you may be unaccustomed to leaning into your natural storyteller's instinct for school or work.



### REGALE

Use humor and authenticity to humanize your story and captivate your audience.



### REALIZE

Establish the current state of "what is," then reveal the future state of "what could be."



### RESONATE

Empathize with and connect your heart with your audience's heart.



### RECALL

Conjuring a memory of the who, what, when, where, and why surrounding your idea.



### REVERE

Admire your offering outwardly so your audience may mirror your feelings.

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## PLOT POINTS

Plot points are instances that propel a story forward. From reviewing a collection of great idea pitches and pitch competition requirements, we identified the following plot points as must-haves:

### PROBLEM

- What issue are you solving?
- Who are you solving it for?
- Why should people care? Why is it important? Why now?

### SOLUTION

- Who are you trying to help?
- What kind of help do they need?
- What will you do to help them?

### INDUSTRY

- What industry are you in? Where is it in the industry lifecycle?
- Who are the sellers next to you/who are your competitors?
- How do you plan on standing out/differentiating?

### MARKET

- Who are the buyers/customers in your industry?
- Is your market big enough? Does it have growth potential?
- How are you reaching out to your market?

### MODEL

- How are you making money?
- What channels/methods are you using to make money?
- How much will you charge/how many will you sell/what are your profit and projections?

### MILESTONE

- What have you accomplished for your idea?
- Have you built a team? Have you entered or won other competitions?
- What has your customer said about your idea?

### ASK

- What do you want out of this pitch?
- How will you use the prize money?
- How will the prize money help your business?

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## WORKSHEET

Give it a try! Using the guiding questions, try drafting a story for your idea. Every time something sounds “boring” to you, try using one of the 5Rs to turn it into a storytelling opportunity.

### HOOK

Start with a bang! Try a statement, question, or fact that will immediately get people to pay attention.

### PROBLEM

What are you solving and why is it important?

### SOLUTION

I help (customers) do (something they struggle with), by (offering them this product or solution).

### INDUSTRY

Who are the sellers next to you?

### MARKET

Who are the buyers in your industry?

### MODEL

How is your money coming in and how much?

### MILESTONE

What have you accomplished and why are you the one to do this?

### ASK

What do you want out of this pitch? Close the loop by bringing back the hook or problem.