



Storytelling Challenge

DAY 1 WORKBOOK

ALLISON WALSH CONSULTING

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Welcome beautiful!

I love that you are here and I am so excited for you to get started! You investing time and energy in learning how to tell your story will make a MAJOR difference in your life!

Here's my promise to you: these exercises will work if you do. I can show you the way but you have to execute.

Over the last 10+ years, I've helped hundreds of motivated women accomplish INCREDIBLE things as they've chased their dreams.

If what you want to accomplish is worth it to you, you can make it happen! No dream is too big.

Please remember I am always here for you. It is my mission to make you abundantly successful, so if you would like extra support, please don't hesitate to reach out.

It's your time to shine! Let's do this!

xo,

Allison Walsh

Founder, Allison Walsh Consulting

MEET YOUR COACH

Allison Walsh

Allison Walsh, JD is an author, speaker, successful entrepreneur, impactful philanthropist and an all-around dynamic #boss lady. From an early age, Allison achieved a special kind of fulfillment by setting the bar high for herself and working hard to achieve nothing less than success.

As a teenager, Allison founded her own 501c3 non-profit organization, Helping Other People Eat, and over the course of the last 16+ years, she has helped to raise more than \$2 million dollars for various eating disorder organizations. In addition, she created national outreach campaigns including three educational programs that were distributed to over 12,000 schools and an app on iTunes and Google Play.



Moving into adulthood, Allison set her sights on a larger platform from which to inspire people to become the best versions of themselves. With hard work and steadfast determination, she captured the coveted Miss Florida crown in 2006, representing the Sunshine State at Miss America and logging more than 80,000 miles and 250 public appearances in just one year. She's had the honor of being featured in national media outlets including FOX News, Huff Post Live, and programs by Lifetime, PBS and NBC. Further, she has been featured in nonfiction memoirs such as Diane Keaton's *Then Again* and Johanna Kandel's *Life Beyond Your Eating Disorder*.

As a professional, Allison has served as the CEO of two other successful coaching companies during which time she managed the personal and professional development for more than 200 clients in over a dozen states across the country and helped them achieve success on a local, national and international level. In addition, she's also spearheaded the marketing and business development departments of a cutting-edge, industry leader in the behavioral healthcare space. As the Vice President of Business Development and Branding, Allison has been instrumental in building worldwide brand recognition for the company and also oversees the organization's national sales team, generating 7-8 figures in revenue monthly. In 2017, Allison launched Savvy Girl, an online community dedicated to helping millennial women prepare for successful careers. In addition to creating several online training programs, she's also published *The Savvy Girl's Guide to Post-Grad Success* and *Get Clear, Get Confident, Get Crowned*, both of which are available for purchase on Amazon. In 2020, she released *The She Believed She Could* Podcast and enjoys sharing motivation and inspiration with her audience.

Recognizing an unshakable passion for helping others achieve their dreams, Allison is committed to using her vast array of experiences to help other women become the go-getters, and movers and shakers of tomorrow. Through her unique curriculum focused on personal branding and professional development, Allison seeks to equip leading ladies with the skills needed to set their own bars high, while consistently reaping the rewards of hard work. To learn more, visit www.AllisonWalshConsulting.com.



Helpful Reminders

- Sign up for updates on www.AllisonWalshConsulting.com. Make sure all emails from @AllisonWalshConsulting.com are on the "safe" list in your inbox.
- Follow @AllisonWalshConsulting on Instagram for daily motivation!
- Subscribe to The She Believed She Could Podcast on your favorite podcast platform. If you would like to be a guest, please apply on the AWC site!
- Schedule time to complete this lesson "distraction free".
Immediately take action upon completion of each lesson while everything is fresh in your mind.
- If you run into challenges, or need additional assistance, email Info@AllisonWalshConsulting.com for help.
- If you are interested in personalized coaching or any of our programs, please email our Client Success Team at Info@AllisonWalshConsulting.com.

Storytelling Challenge

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Your story is your superpower.
Let's get to work!

In this lesson you will...

- Identify your audience
- Articulate who you are
- Explain what you do (PASSION)
- Write out your statement
- Think about WHY what you do or what you're about to share is important

“ The whole point of being alive is to evolve into the complete person you were intended to be. ”

- Oprah Winfrey

Clear your beautiful mind...

Write down all of the things that are running through your mind at the moment so that you can completely focus on this exercise.

Write down at least 3 very honest and specific reasons why you want to share your story and what you will gain from it.

<i>I want to...</i>
<i>so that I can...</i>
<i>I want to...</i>
<i>so that I can...</i>
<i>I want to...</i>
<i>so that I can...</i>

Let's get clear...

I truly believe that your story is your superpower.

It's what sets you apart and what makes you memorable.

One of the first steps in being an effective storyteller is understanding who you're speaking to.

While you will share your story with countless different audiences, if you try to speak to everyone, you will end up speaking to no one.

For the purposes of this workshop, let's define your audience so you can be super clear on who you're speaking to.

In the space below, write down who is in the room, or listening to you. The more descriptive you can be, the better!



Now that you've identified who you are speaking to, what aspect of YOU are you going to focus on? Think about what you will ultimately be asking your audience to do. We need to make sure that your story is in alignment with where you are taking them afterwards.

Are you asking them to select you for an opportunity?

Are you hoping that they hire you?

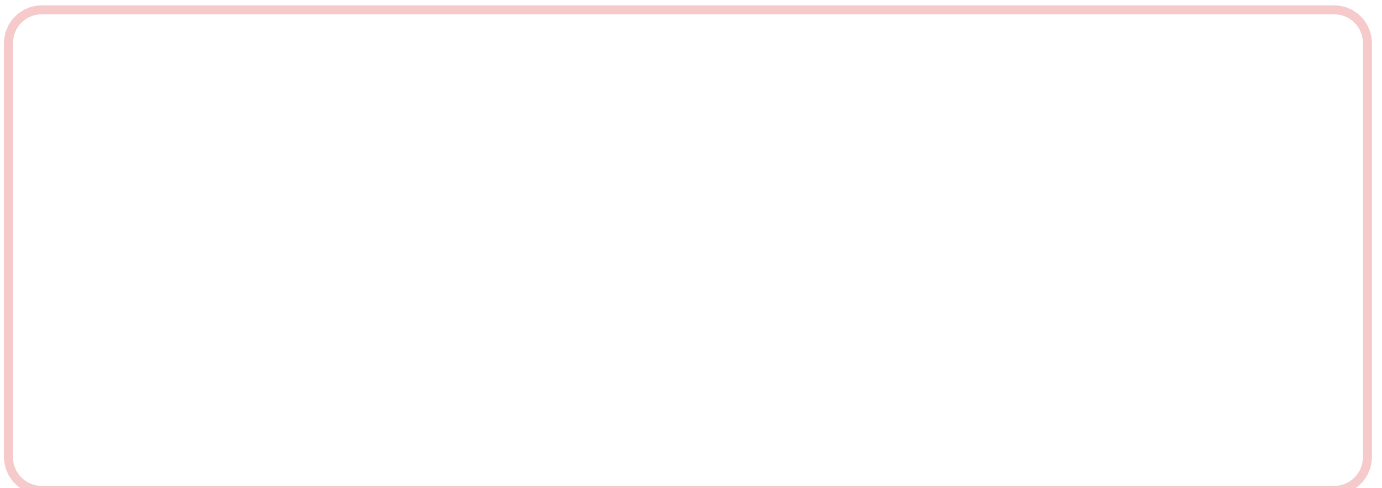
Are you wanting them to purchase something from you?

Are you trying to build your audience?

Whatever your intentions or desired outcomes are, list that below so that you can stay focused on your message.

The reality is that you are a multi-dimensional, AMAZING person who probably has a lot of stories to share. Once you've completed this workshop, you'll see how easy it is "lather, rinse, and repeat" using this formula!

In the box below, list your desired outcome of the audience:



Once you're clear on who you are talking to, it's time to get clear on how you're going to introduce yourself to them.

This training breaks each part of the process into 4 buckets. The first one is:

Passion

It's incredibly important that you are super clear on this because a "confused mind won't subscribe, hire or buy." If they don't understand what you do, or if after you introduce yourself, you go in a completely different direction, it will be difficult for them to follow along.

In the box below, write out who your are and what you do based on the audience you've selected for this workshop.

As discussed in the video, it might be helpful for your to use the formula that was provided as the example.

"I help_____ do/accomplish/create

_____ without

_____.

If that's the case, please utilize that outline and fill in the blanks. I've included additional space below to work through your thoughts.

This step can bring up a lot of ideas and it's best to get them on paper FIRST and then figure out which one works best for you.



REFLECT AND GET READY FOR DAY 2

Now that you've defined who you are and what you do, it's time to practice saying it out loud. Say the statement above 5 times and get comfortable! Record yourself and give yourself an honest critique.

Do you need to change anything?

Do you need extra support or motivation to get to the next step? If so, message our Success Team: info@allisonwalshconsulting.com

CHECKLIST FOR SUCCESS

- ☐ *Complete the lesson!*
- ☐ *Define your audience and what your desired outcomes are*
- ☐ *Clearly define who you are and what you do*
- ☐ *Practice saying your PASSION statement out loud 5 times*
- ☐ *Record yourself saying it and listen back to see if anything needs to change*
- ☐ *Get ready for Day 2! Start thinking about what will hook your audience!*

You can do it!



Hello beautiful,

You are truly amazing! I sincerely hope this exercise helped you gain clarity around your intro statement!

In the next training we are going to make sure we CAPTIVATE and HOOK your audience with the second "P" in our Storytelling Success Formula!

If you need any help, please don't hesitate to reach out. Remember that the key to this first step is making sure you can clearly define who you are and what you do to your target audience.

Please remember that I believe in you 1000% and my goal is that you do too! Thank you for letting me be a part of your journey!

I can't wait to share the next step in this challenge!

XO,

A handwritten signature in black ink that reads "Alison".

Testimonials

READ WHAT ALLISON'S CLIENTS ARE SAYING!



Allison's continued success has shown me and others what it means to be dedicated entirely to achieving one's goals. Allison's uplifting positive attitude and openness to innovative ideas only complements her unwavering sense of forward direction. I am a better person because of the positive impact that Allison has made on my life.

~ Jillian Tapper



Allison is truly one-of-a-kind. She is a consummate professional. She is a boss babe, servant leader, and strategist. Everything she puts her mind to turns to gold. I am constantly learning and growing from her work ethic and example!

~ Michaela McLean



I signed up for coaching for an initiative I wanted to get off the ground, but with Allison's contagious enthusiasm, I left with vastly more than I planned for. Allison's direction and feedback on improvements and tools and resources for my website made a significant impact on my initiative, which grew my email list and increased traffic to my blog. The structure and format always left me feeling capable and confident in my direction and mission. She is remarkable, to say the least! A special project I had been considering for years was just an idea until Allison's direction not only brought it to life but made it more relevant to the current business climate we currently find our world in. I trust Allison to get me past challenges and to remind me of the value of my ideas, my unique story, and what I believe is possible, which is the aspect that makes her priceless to me. With Allison on your team, ANYTHING you want to achieve is possible!

~ Leila Sabet

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ARE YOU READY
TO MAKE 2021
YOUR BEST YEAR
YET?

New mentorship
programs and
one-on-one
coaching
packages are
now available!

"I'm on a mission to help women become the best versions of themselves and confidently go after opportunities they've only ever dreamed of. Let's get to work!" ~ Allison Walsh, JD

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