



# Storytelling Challenge

**DAY 3 WORKBOOK**

**ALLISON WALSH CONSULTING**

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Welcome back, beautiful!

Congratulations on defining your PASSION + PURPOSE statements!

This next step, PROOF, requires you to really own your accomplishments and shine a spotlight on yourself.

It might be uncomfortable at first, but trust me, there is a way to do this without coming across too arrogant or self absorbed.

So get comfortable being a bit uncomfortable and write down your accomplishments or "street cred" as I like to say.

Proof encompasses a lot of areas. It can be lived experiences, academic experience, work experience, awards won, money raised, leadership opportunities, honors, etc.

Remember, there's a really good chance your audience doesn't know you, so you've got to quickly build your credibility so that they know you're legit and that they should keep listening.

If for whatever reason this step stirs up some self doubt, imposter syndrome or feeling like you don't have enough to establish your credibility, DO NOT let that stop you! You're always welcome to schedule a session with me if you'd like to brainstorm areas that need to be amplified and what you should do to help you stand out from the crowd.

I'm really excited to hear what you add to this section, gorgeous! You're amazing and it's time to make sure the world knows what you've done!

xo,

Allison Walsh  
Founder, Allison Walsh Consulting



# *Helpful Reminders*

- Sign up for updates on [www.AllisonWalshConsulting.com](http://www.AllisonWalshConsulting.com). Make sure all emails from [@AllisonWalshConsulting.com](mailto:@AllisonWalshConsulting.com) are on the "safe" list in your inbox.
- Follow [@AllisonWalshConsulting](https://www.instagram.com/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](mailto: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](mailto:Info@AllisonWalshConsulting.com).

# Storytelling Challenge

## DAY 3 WORKBOOK

“

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

## *In this lesson you will...*

- List out your personal and professional accomplishments
- Decide which accomplishments will matter the most to your audience
- Write out your statement
- Start to gather your thoughts about **WHAT** your plans are for the future

# *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.



# *Let's shine that spotlight brighter...*

Here's the deal - if you don't tell your audience what you've done and why you're qualified, they WILL NOT KNOW.

It's critical that you establish your credibility and qualifications so that they trust you and know that you're capable of what you're going to share in the final step.

That's why it's so important that your third step,

*Proof,*

is filled with examples for the audience, and that they do not doubt for a moment that you're the real deal.

As you prepare to write out your third statement, think about these questions:

What have you done?

What experiences have you had?

What accomplishments will set you apart from the rest?

What success stories can you share?

What quantifiable impact can you demonstrate (numbers matter!!!!)?

In the next few pages you'll be asked to put each area of proof into a category \*. This will help you keep your thoughts organized and will make it easier on your to decide which ones to include.

In the box below, write all of your "PERSONAL PROOF" that will resonate with this audience and establish your credibility.

Personal proof includes education and experience.

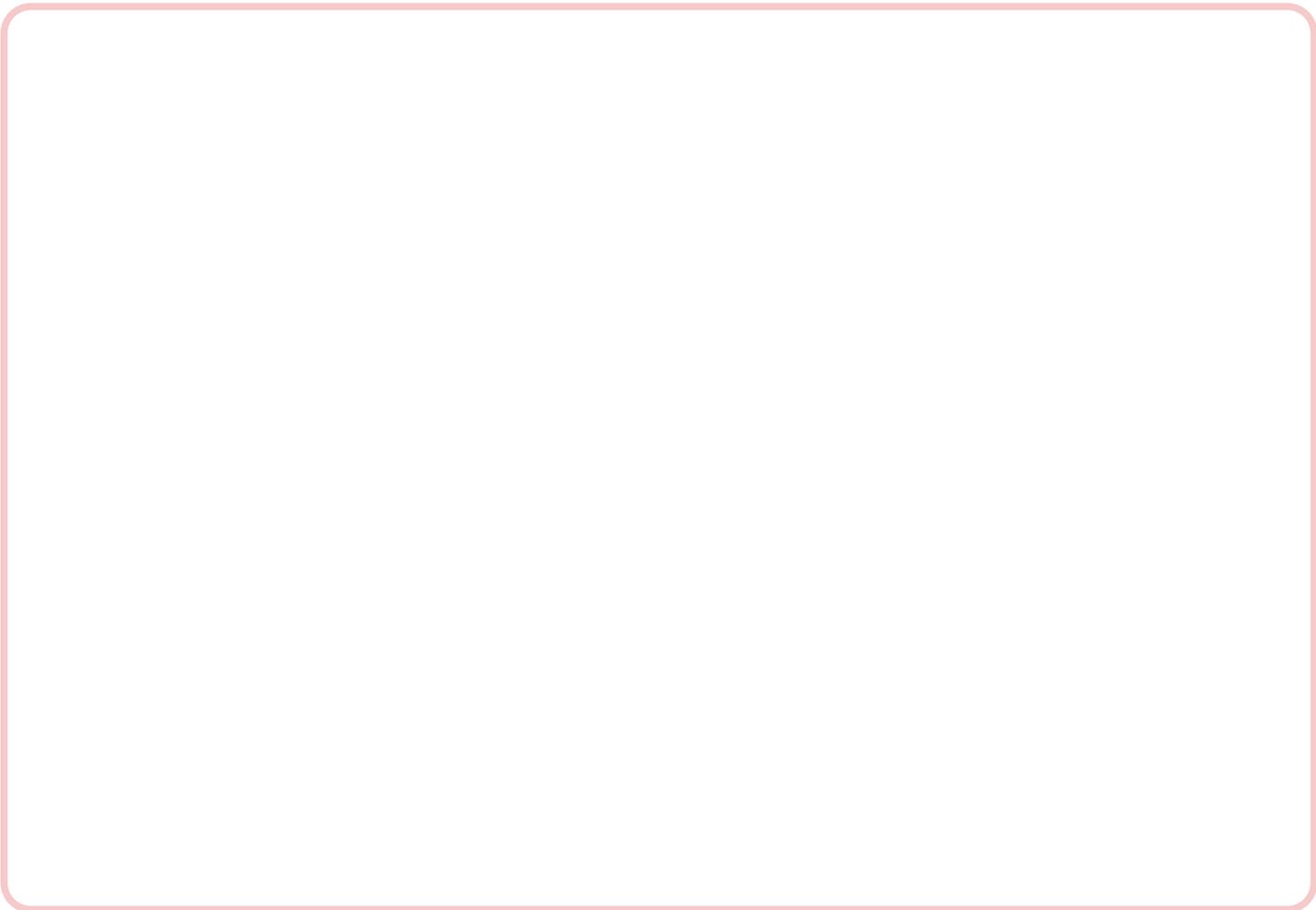
Feel free to list out several examples. Once you've practiced saying it out loud, you'll be able to pick the best one to use.



In the box below, write all of your "ASSOCIATIONS" that will resonate with this audience and establish your credibility.

Associations include companies and people you work with, volunteer for, or associate with. You are who you hang out with and who you associate with.

Feel free to list out several examples. Once you've practiced saying it out loud, you'll be able to pick the best one to use.



In the box below, write all of your "SOCIAL PROOF" that will resonate with this audience and establish your credibility.

Social proof includes any noteworthy mentions, testimonials, success stories, media coverage, etc.

Feel free to list out several examples. Once you've practiced saying it out loud, you'll be able to pick the best one to use.



In the box below, write all of your "RECOGNITION" that will resonate with this audience and establish your credibility.

Recognition includes top lists, competitions, awards, acknowledgements, etc. As you evolve, some of your recognition will become less relevant, so always ensure you remain current.

Feel free to list out several examples. Once you've practiced saying it out loud, you'll be able to pick the best one to use.



Now that you've written out all of your accomplishments, it's time to decide which ones are going to have the biggest impact on the audience.

The true art in storytelling is how you weave all of these together to not come across self absorbed or arrogant.

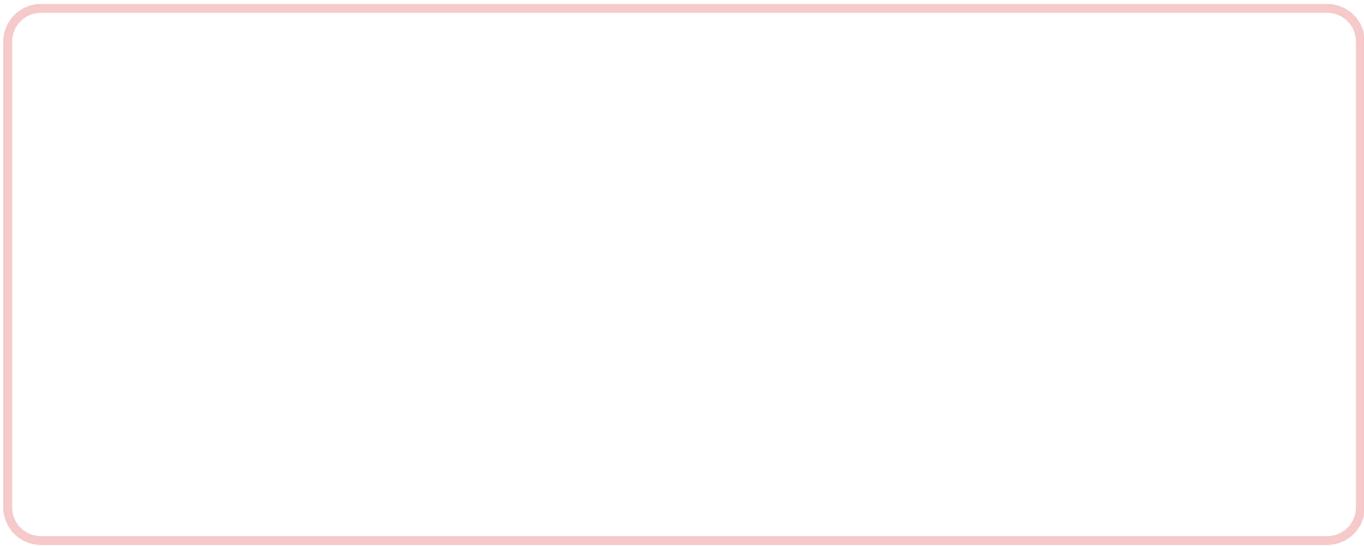
This can be accomplished using transition phrases that make it sound more conversational in nature, rather than "here's my list of why I'm awesome."

Also be mindful of where you can sprinkle "credibility boosters" into what you're already planning on saying. Numbers matter so don't be shy.

Most importantly, do not get hung up on this section. Make your lists above and keep going.

And remember, if you're not thrilled with the lists you do have, take a few minutes to write down what you hope to be able to say in the future below and turn that into a goals list!

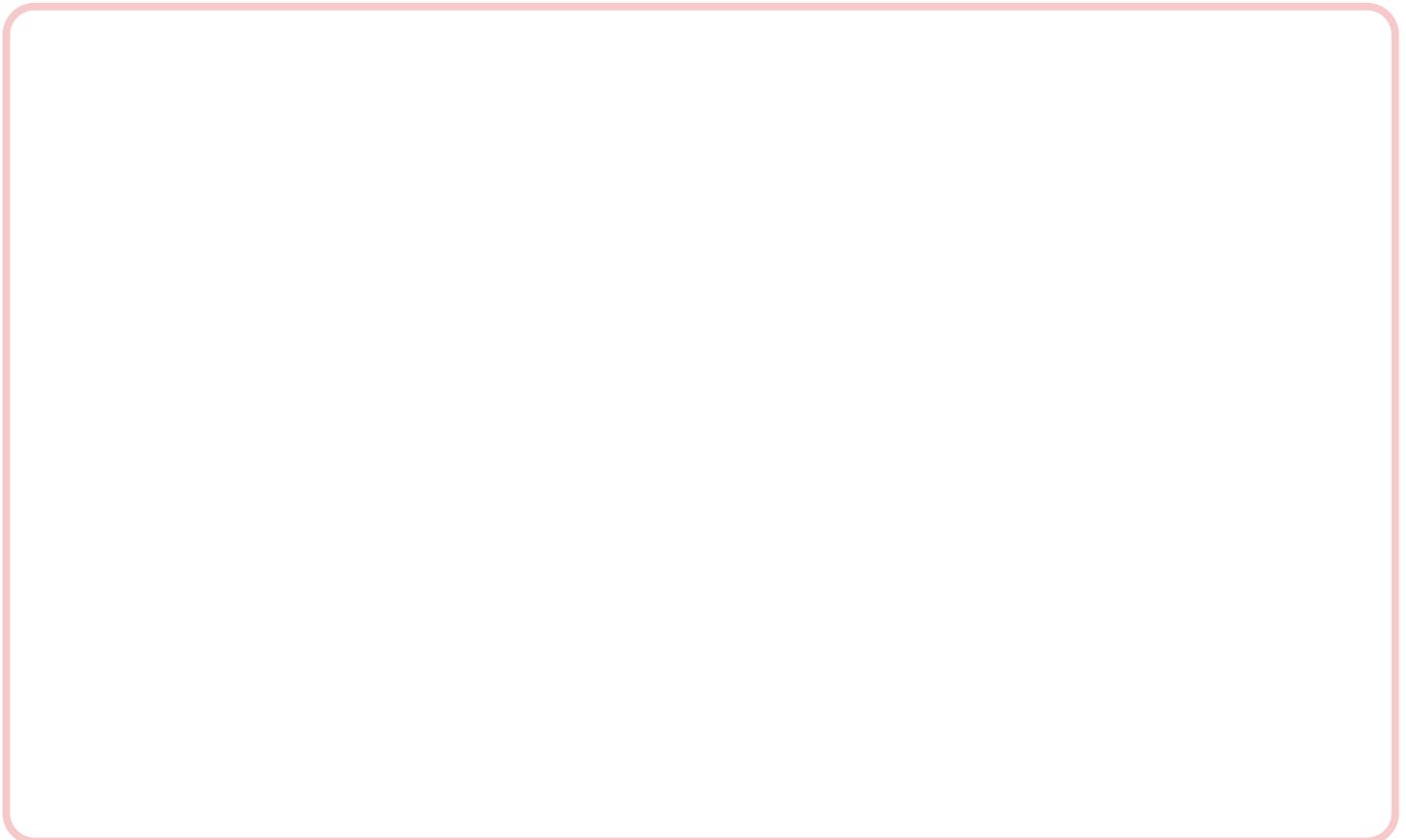
Remember that you are constantly evolving so give yourself some grace if you're not yet where you want to be.



Now that you have your PROOF written down, let's practice what you're going to say in a conversational tone. Remember, you're not just going to run down a list. It's got to be woven in, not only throughout your time speaking, but especially at this point in your story.

Pump the breaks and spend time on this portion of your story. It is likely that out of the 4 areas, this is where you'll spend the most time.

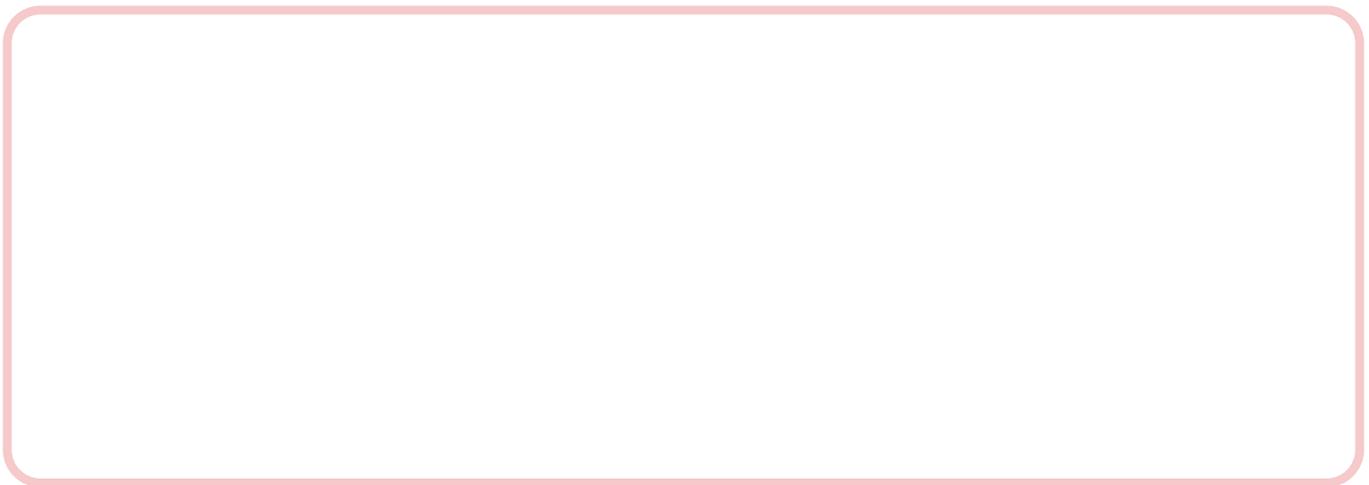
In the box below write your proof statement for the audience you selected.



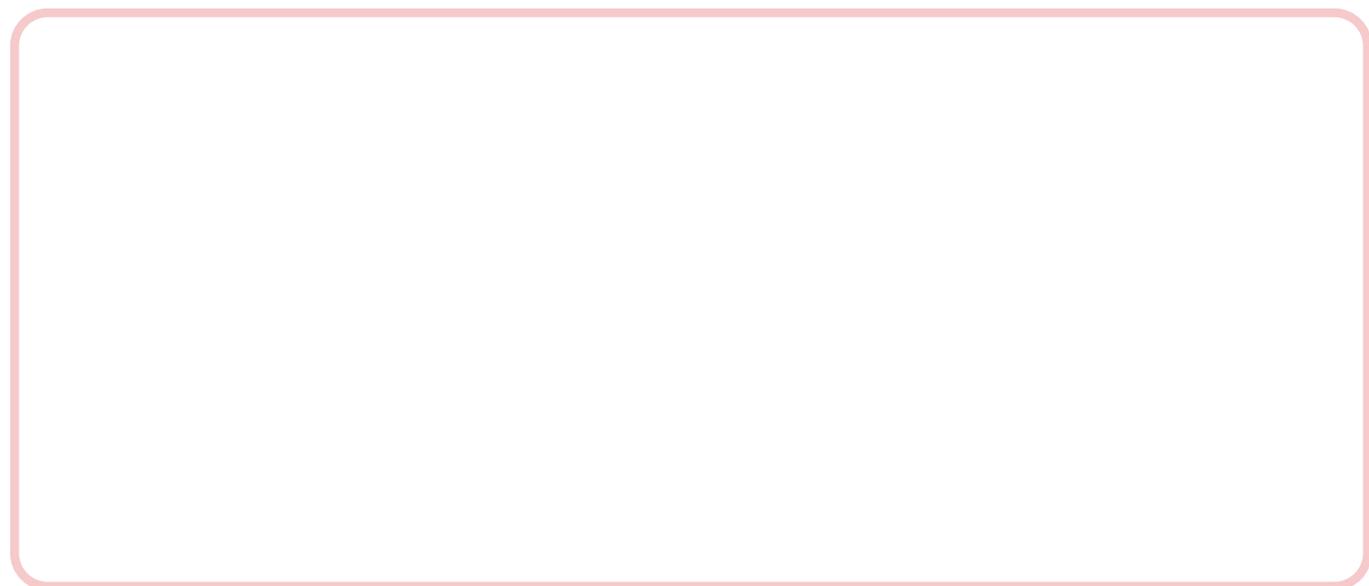
## REFLECT AND GET READY FOR DAY 4

This was a BIG lesson! Kudos to you for working through it. 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](mailto:info@allisonwalshconsulting.com)



# CHECKLIST FOR SUCCESS

- Complete the lesson!*
- Categorize and list out your proof in each section*
- Decide on the most impactful points*
- Practice saying your PASSION + PURPOSE + PROOF statements out loud 5 times*
- Record yourself saying it and listen back to see if anything needs to change*
- Get ready for Day 4! Start thinking about what's next in your future or how you can help the audience!*

# You can do it!



Hello, beautiful!

I know this lesson was a BIG one! Congrats on making it this far.

You are amazing and this lesson is all about shining that spotlight brighter on what you've already done!

In the next training we are going to lay out the fourth "P" of our Storytelling Success Formula!

If you need any help, please don't hesitate to reach out. And remember, DO NOT beat yourself up if you're not where you want to be just yet.

You are amazing and I believe you've got an impactful and incredible story to tell!

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

XO,

*Mason*

# 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*



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*

TO READ MORE OR TO SIGN UP FOR YOUR PACKAGE, VISIT  
[WWW.ALLISONWALSHCONSULTING.COM/SHOP](http://WWW.ALLISONWALSHCONSULTING.COM/SHOP)



**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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