



Storytelling Challenge

DAY 4 WORKBOOK

ALLISON WALSH CONSULTING

WWW.ALLISONWALSHCONSULTING.COM
ALLISON@ALLISONWALSHCONSULTING.COM

© 2020 Allison Walsh Enterprises, LLC
All rights reserved. No portion of this workbook may
be reproduced, transmitted, made available, adapted,
modified, linked to, forwarded, created derivative
works based upon, distributed, disseminated, sold,
published, sublicensed, or in any way commingled
the Content with other third party content, do any
other act of copyright, or otherwise use any of the
material on the site without first obtaining the
written permission of
Allison Walsh Enterprises, LLC.

For permission contact:
Allison@AllisonWalshConsulting.com



Welcome back, beautiful!

You're crushing it! Congrats on the work you've done so far. Let's get right down to business and close out your AWESOME story.

This next step, PLAN, is where you share what you are going to do in the future.

Don't be afraid to vocalize your plans, gorgeous. If you don't tell them, they won't know.

This is where you seal the deal. You've got to mobilize and activate your audience, and delivering a strong plan makes all of the difference.

Your goal is to get them excited to be on this journey with you and support whatever it is that you're asking them to do.

Make it really clear what your ask is. Whether you're wanting them to hire you, book you, donate to a cause, follow you or subscribe, you've got to lay it out, because if you deliver this the right way they are going to want to take action!

I'm really excited to hear how you wrap up your story! As you've seen, each steps builds so if you need to go back and tweak what you've already done so you can close strong, please do so.

Make sure you finalize a complete draft by tomorrow because I am giving away FREE feedback to those that do! Don't miss out!!

xo,

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

Allison Walsh
Founder, Allison Walsh Consulting



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

DAY 4 WORKBOOK

“

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

In this lesson you will...

- List out your plan
- Create a clear call to action for the audience
- Write out your statement
- Practice your full story, record it and get ready for tomorrow!

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.

Be bold and share your plans...

Your plans are all about vocalizing what's next in your journey. What are you going to do that the audience should support?

Now that you've laid out everything you've already done, having a clear path of what's next will help you close strong and light a fire in your audience to take action

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

Plan,

has a strong call to action.

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

What are your goals in the future that directly relate to the story you've told thus far?

What is the anticipated impact that you will make?

What do you want them to do?

How can they support you and your efforts?

How can their actions make an impact?

What will you do as a result?

In the box below, write out your plans for the future that relate to the story you've told thus far. Include any goals that you have that are relevant.

Feel free to list out several examples.

Now that you've listed out your plans, what do you want or need the audience to do?

How will they benefit, their company benefit, or society benefit as a result of doing what you ask? Remember, if you can connect "what's in it for them" then you should.

Now that you know what you're going to do and what you want the audience to do, write out your PLAN.

REFLECT AND GET READY FOR THE FINAL DAY!

Congratulations! You've made it through the PLAN section. 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 plan
- Decide on your call to action
- Practice saying your PASSION + PURPOSE + PROOF + PLAN statements out loud 5 times
- Record yourself saying it and listen back to see if anything needs to change
- Get ready for tomorrow! You'll be able to take advantage of FREE coaching thanks to you being awesome and doing the work!

You can do it!



Hello, beautiful!

You've completed ALL of the steps! I am SO proud of you.

Take the time between today and tomorrow to practice your statement.

In our last lesson tomorrow we will be practicing delivery and you'll have the chance to receive FREE coaching as a result of you being amazing and doing the work.

Remember, your story is your SUPERPOWER and my goal for you is that you can captivate your audience any time and any place!

See you tomorrow, gorgeous! And make sure you celebrate how far you've come!

XO,
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



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



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