



Storytelling Challenge

DAY 2 WORKBOOK

ALLISON WALSH CONSULTING

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Welcome beautiful!

Congratulations on defining your PASSION statement. By now you should have some clarity around who you are and what you do, and how you want to articulate that to the audience you selected in step one.

Remember that this will change and be adjusted based on who your audience is and what your goals and desired outcomes are.

This next "P" really hones in on your audience and why they should care. Remember that people are focused on "what's in it for them", a.k.a. WIIFT.

Connecting with them on a level that resonates, relates or helps them understand WHY this is (or should be) important to them will make a MASSIVE difference in your ability to hook and captivate them.

xo,

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](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 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 2 WORKBOOK

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

In this lesson you will...

- Identify your hook
- Explain why you care and why they should too (PURPOSE)
- Write out your statement
- Start to gather your thoughts about WHY you are credible and qualified to share what you're sharing

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 get relatable...

Let's be honest. If your audience doesn't feel connected to your message they will not buy, subscribe or stay tuned in.

You need to HOOK them early on by connecting dots between YOU and why they need to keep listening.

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

Purpose,

is something you should give time, energy and effort thinking about.

How will this benefit them?

Why is your message important?

Why does this matter?

Why should they pay attention?

Is there a statistic or fact that helps you drive home your point?

In the box below, write WHY your story is (or should be) important to the audience. 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 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

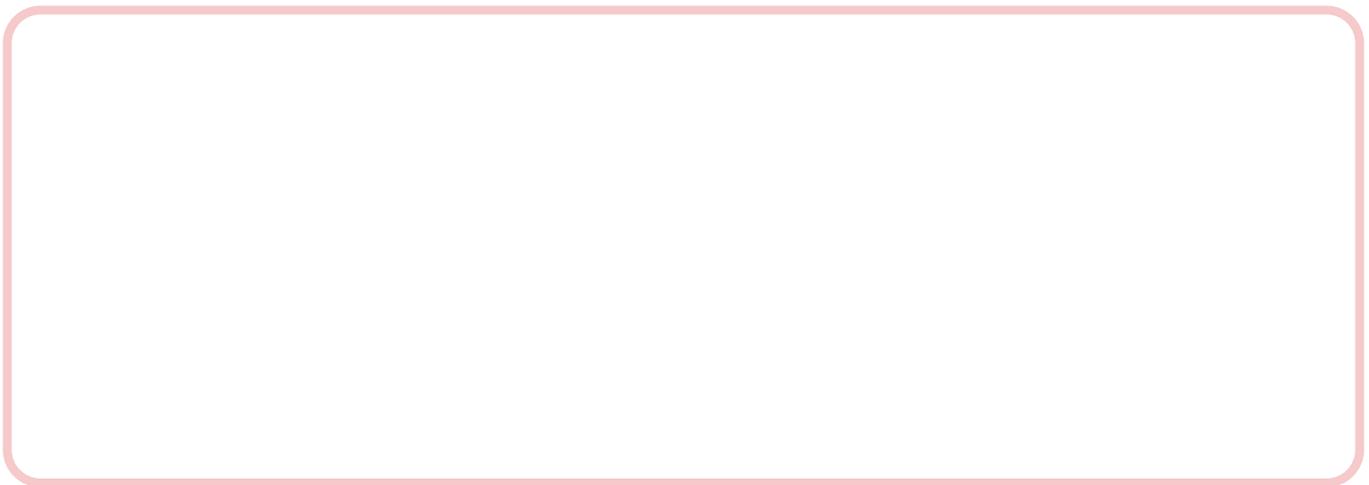
It's incredibly important that you are super clear on this because a "confused mind won't subscribe, hire or buy." If they don't understand what you do, or if after you introduce yourself, you go in a completely different direction, it will be difficult for them to follow along.

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

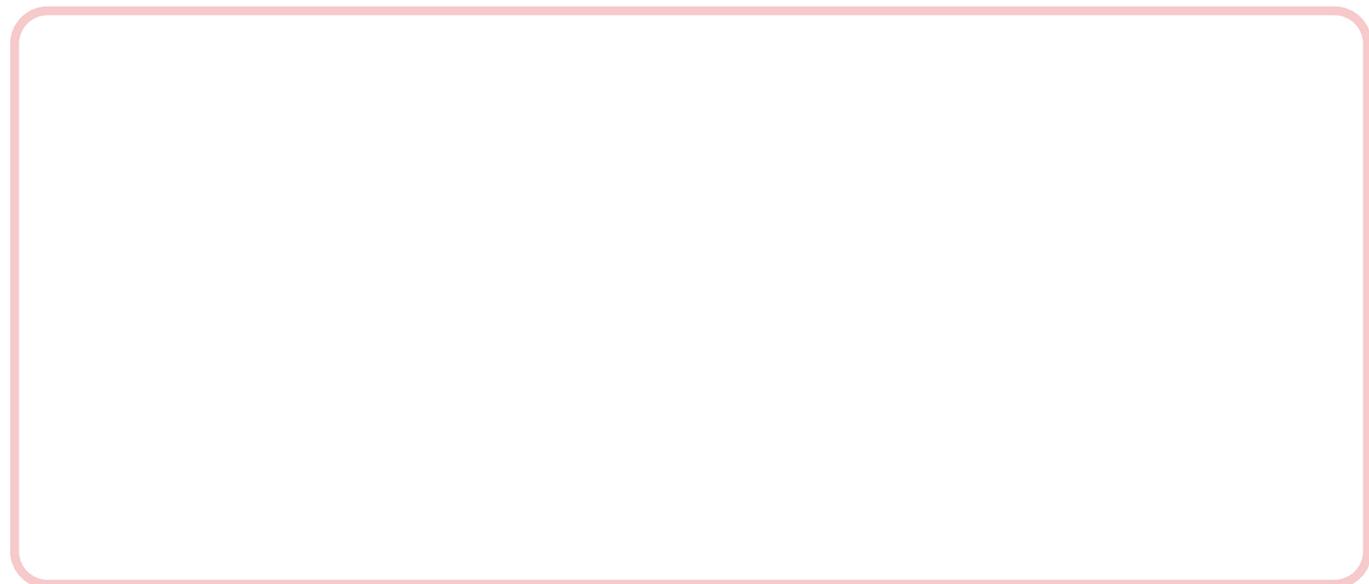
REFLECT AND GET READY FOR DAY 3

Now that you've defined who you are and what you do, and why they should care, 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 why your audience should care*
- Clearly define your hook*
- Practice saying your PASSION + PURPOSE statement out loud 5 times*
- Record yourself saying it and listen back to see if anything needs to change*
- Get ready for Day 3! Start thinking about your credibility!*

You can do it!



Hello beautiful,

You're doing great! Can you believe that you're half way done already?

Remember that your purpose is going to help your audience stay captivated and engaged until the end, so PLEASE spend time connecting the dots for the audience. Relatable and relevant points of connectivity make a HUGE difference!

In the next training we are going to lay out your credibility in the third "P" of our Storytelling Success Formula!

If you need any help, please don't hesitate to reach out.

Tomorrow's training requires you to brag about yourself, so get prepared!

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

XO,

Melissa

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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