

THE VALUE STORY

development

TELL COMPELLING STORIES: BRIDGE GAPS & MAKE CONNECTIONS
WORKSHOP 2

Example 1: FINDING A PODCAST EDITOR

Normal:

Explosion:

New Normal:

FINDING A PODCAST EDITOR

- Identifiable Character
- Specific Detail
- Authentic Emotion
- Significant Moment

Example 2: FINDING AN ILLUSTRATOR

Normal:

FINDING AN ILLUSTRATOR

- Identifiable Character
- Specific Detail
- Authentic Emotion
- Significant Moment

Example 3: CLIENT TRANSFORMATION

Normal (how they felt before):

New Normal (how they felt after hiring you):

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Example 3: CLIENT TRANSFORMATION

Client's big dream is to...:

Client's personal life looked like:

Client's work reality looked like:

CLIENT TRANSFORMATION

Which type of explosion is present in this story?

Choose one.

- Big Thing
- Small Thing
- Bad Thing
- Good Thing

CLIENT TRANSFORMATION

Which type of relationship did the client have with the problem? *Choose one.*

- What? There's a solution!?
- Married to it
- Intimate with it
- Best Friends with it
- Friends with it
- Acquaintances with it

Example 4: YOUR SERVICES

What services do you offer that people know they need but haven't taken the plunge?

Well aware of it (married):

Just recently realized it is something they have (acquaintance):

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They didn't even know there was a solution that existed (the ones you have to educate):

Example 5: CLIENT'S COMPANY VALUE

Your clients' company value to having the problem solved? List these out below.

Example 6: CLIENT'S PERSONAL VALUE

Your clients' personal value story to having the problem solved? List these out below.

Example 7: CLIENT EXPLOSION

Can you list a client that when you made their dream come true or solved their problem that was a...

Big Thing:

Small Thing:

Bad Thing:

Good Thing:
