

WHAT'S YOUR STORY WORKBOOK

DEFINE YOUR MISSION:
USE YOUR STORY AS A GUIDE TO
YOUR BIG "WHY"



"BUT HOW COULD YOU LIVE AND
HAVE NO STORY TO TELL?"

-Fyodor Dostoevsky, *White Nights*

DEFINE YOUR MISSION

Simply put, mastering the art and science of storytelling will drastically increase your quality of life. Wow. That's a bold statement... but it's the truth. As the old saying goes, "Those who tell the stories rule the world."

Both personally and professionally, your story will change your life and the lives of those around you because story is one of the most effective forms of communication available.

Human beings are physically hardwired to connect to story. Brains and bodies respond to story in a way that facts, figures, data, and even killer content can never touch. Learning how to construct and present great stories will help you educate, persuade, and capture hearts by tapping into the fundamentals of human nature.

The number one quality to an excellent story that will stand out and move masses is passion.

If you want to deliver a story that truly connects and inspires, you need to know why you want to share the story.

What do you want your story to accomplish? Dig deeper than "boost sales." What values do you stand for? What legacy do you want to leave? What change do you want to see?

Now consider how those values and goals came to be. Your story has been leaving you breadcrumbs all along. Your story will help you discover your mission. It is through what you have seen, heard, and experienced that you have been formed. These passions do not come from the thin air - there is a REASON for them. Consider how your story has led you to feel strongly about certain subjects. How you can use that story to help change the minds and win the hearts of others?

TOLD

DEFINE YOUR MISSION:QUESTIONS

HERE ARE A FEW PROMPTS TO GET YOU STARTED:

**What gets you out of bed in the morning?
(Other than coffee)**

What do you lay in bed at night thinking about?

List 5 words that sum up your values.

Who's lives do you want to change?

TOLD

DEFINE YOUR MISSION

Struggle is at the core of any good story. To truly understand your mission, you must identify what trials and triumphs you have encountered.

To connect with people on a personal level, you need to be a little vulnerable. Take heart, nobody's life is perfect. We have all experienced loss, disappointment, fear, rejection, and pain. This is part of the human experience and this is also a part of your purpose.

To quote Lisa Nichols, "It is not in spite of your past that you get to be amazing, you get to be a change agent, you get to transform lives. It is because of your past that you are perfect for such a job."

Acknowledging and owning your past and your struggles is a strength. It makes you relatable. It makes you a guide to others. It makes you an authority.

By sharing your struggles you are telling people, "You are not alone, there is a better way, and I can help because I've been there and done it."

By being authentic, you are sending a message to your audience that they belong AS THEY ARE. You are showing them that you are willing to help them on their journey. That kind of connection will earn you trust and loyalty. That kind of connection is priceless.

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DEFINE YOUR MISSION:QUESTIONS

YOUR TRIALS

**Pinpoint and write about one specific instance in which
you were struggling.**

How does it relate to your passion today?

Be very detailed with the setting and circumstances.

YOUR TRIUMPHS

**Pinpoint and write about one specific instance in which
you overcame your struggles.**

How did you do it? What lessons did you learn?

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DEFINE YOUR MISSION

IMPORTANT: YOUR STORY MUST SERVE YOUR AUDIENCE

Your story must:

ENTERTAIN

EDUCATE

AND INSPIRE

A little tough love here, but your audience isn't actually all that interested in listening to YOUR story... They are listening to see how it relates to THEM.

The more you can help your audience place themselves in the story you are telling, the more memorable it will be. Give them a solid take-away or lesson.

To serve your audience, you must know your audience. Think of who you want to impact. Think of who can help you accomplish your goals. Keep their best interest in mind and think about how you can draw connections for them as you decide which stories to tell and how to craft them.

Filtering your stories through the eyes of your audience will help you know how to make sure your stories serve.

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DEFINE YOUR MISSION:QUESTIONS

WHO IS YOUR AUDIENCE?

ENTERTAIN

What do you want your audience to FEEL when they listen to your stories?

EDUCATE

What do you want your audience to LEARN when they listen to your stories?

INSPIRE

What do you want your audience to DO after they listen to your stories?

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DEFINE YOUR MISSION

Now that you have identified your **PASSIONS, STRUGGLES, TRIUMPHS, AND AUDIENCE**, you are well on your way to constructing an impactful story!

Let's tie it all together with a powerful story statement.

STORY STATEMENT:

I am passionate about _____
(helping, inspiring, motivating, teaching)

_____ (your audience) to

_____ (skill or lesson)

because I know how it feels to go from

_____ (your struggle) to

_____ (your triumph.)

PRO TIP: SLAP THAT PUPPY ON YOUR INSTAGRAM BIO, FACEBOOK BIO, WEBSITE HOMEPAGE, AND FOREHEAD.

From now on, use this statement to find and filter your stories. Does the story you are sharing support the goal? What stories do you have in your life that relate? This is your gift, this is your mission.

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Dear Friend,

If anyone would have told me that posting my first poem on Social Media would lead to a major newspaper feature, Best-Selling poetry book, and a speaking role at an International author conference all within nine months, I wouldn't have believed it.



But, this is the power of story.
Owning my story changed my life - both personally and professionally.

Now, I am wildly passionate about giving you the tools and confidence to share effective stories, too. Let's work together to use your unique voice and perspective to change your life, your business, and the world.

All my best,
Madison Gonzalez

Madison Gonzalez, the founder of TOLD, is the Bestselling Author of Dear Mirror, a public speaker, and the 2019 Storyteller of the Year Award Winner.

IMPORTANT FINAL STEP!

**IT WOULD MAKE MY DAY IF YOU WOULD SEND ME THE
STORY STATEMENT YOU DEVELOPED IN THIS WORKBOOK!**

**Sharing this story statement makes it real and
I would love to support you in any way I can.**

EMAIL ME AT becomingtold@gmail.com

or

MESSAGE ME ON INSTAGRAM OR FACEBOOK @toldpoetry

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