

The
Business
of
Stories
5-day Challenge
WORKBOOK



Captivate dream clients
with compelling stories

WITH **SUSAN PAYTON**



www.thebusinessofstories.com/5daychallenge

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Either print out the workbook to do the tasks, or use your own notebook



Welcome




Hi, I'm Susan

Author of **The Business of Stories**, mum of 2 girls, London girl turned farmer's wife, a lifelong learner and, according to my clients, a no-nonsense, straight-talking storytelling geek, who makes seemingly complex things ridiculously simple.

Welcome to The Business of Stories 5 day challenge!

I'm sooo excited you're here.

We're going to have an amazing time together, as I show you how to harness the power of storytelling to connect and engage with your DREAM clients ... So that you can do more of the work you love, with the people you love working with and make the difference you started your business to make.

What's not to love? 

Here's how the challenge will work.

There'll be a short task video each day for you to watch.

- ✓ **Five days, five tasks.**
- ✓ **Then, each evening at 7.30pm, I'll be live to go deeper and answer your questions.**
- ✓ **This workbook is designed to accompany the challenge and support your storytelling journey.**

Excited? So am I. Because, once you have the process I'm going to take you through, step by step, over the next 5 days, you'll have it for life.

And, amazing things can happen when you start sharing compelling stories that captivate your DREAM clients.

Let's do this!

Susan x

Founder of The Business of Stories



Useful Links

Follow me on social media to stay connected and up to date with the challenge.



Facebook:

<https://www.facebook.com/susanpaytonuk>



Linked In:

<https://www.linkedin.com/in/susanpaytonuk>



Instagram:

<https://www.instagram.com/thebusinessofstories>



The Facebook Challenge group:

<https://www.facebook.com/groups/thebusinessofstories5daychallenge>



Share this challenge with your friends or group using this link:

<https://thebusinessofstories.com/5daychallenge>

For any tech or admin support

Please contact support@thebusinessofstories.com

Any questions about the content of the challenge, please post in the challenge group, under the relevant task video.








If you have any questions about working with me or joining **Storytelling Mastery**, please email me directly at susan@thebusinessofstories.com



By the end of this Challenge

By following my simple process to craft compelling stories, you'll feel more empowered and inspired to show up as YOU - and connect with clients who are a perfect fit for you.

During this challenge, you'll ...

-  **Learn where to look for your most compelling stories**
-  **Choose a story to share**
-  **Know why you're sharing it**
-  **Make it relatable, so people connect with it**
-  **Craft a compelling opening**
-  **Link it to what you do**
-  **And finish with a call to action**

It's going to be an incredible week!

Important!

If you haven't already, **please join the challenge FB group** here:

[JOIN CHALLENGE FACEBOOK GROUP](#)

TASK ONE

Before we start diving into crafting compelling stories that will captivate your dream clients, there's a couple of important, foundational things I want you to do today ...



Task One: Part One

First up, I want you to think about what impact being a better storyteller will have on your business.

If we don't know why we're doing something, or what we're going to achieve from doing it, we're not going to be highly motivated. So, take a few minutes to have a think about (or even journal a little on):

- ★ **WHY** do you want to get better at storytelling?
- ★ **How will your business be different** when you're weaving storytelling into everything you do?
- ★ **How will you feel when you can EASILY create content** that is 100% aligned with who you are and what you're about AND deeply connects with your absolute dream clients?

Then, write **ONE** sentence on why you want to get better at storytelling, and **ONE** sentence on what difference it will make to your business:

I want to get better at storytelling in my business because ...



The difference it will make to my business is ...

I'm going to get you to post your 2 sentences in the challenge group but, first, let's move on to part two.

Now we know what impact being a better storyteller could have on your business, we need to check that nothing is going to get in the way of you crafting and sharing compelling stories that will attract more of your dream clients ...



Task One: Part Two

From talking to hundreds of clients over the last few years, I know that many of you will feel resistance and have some kind of dialogue running in your head that might sound something like this:

“ *Talking about myself feels icky!* ”

“ *I don't want to come across as bragging or showing off.* ”

“ *What if people don't like me, or the way I come across, when I talk about personal stuff.* ”

The problem is, that kind of 'head trash' is going to stop you from putting yourself out there and being real and honest and vulnerable.

You're not going to want to share your story, if the one you're telling yourself is not one that makes you **feel good!**

So, we need to change that story.

This is so important.



5-DAY CHALLENGE - TASK ONE

I'm going to show you how to make sure the story in your head is a really good one, so you can get in the right headspace for sharing stories – and reach and connect with the people you really, really want to work with!

Changing that story will make a massive difference to what you get out of this challenge ... and how much you show up and engage with your ideal clients.

So, here's what I want you to do.

First, briefly write down here a couple of the negative thoughts you have when you think about putting yourself out there and sharing your stories. Noticing them is the first step to changing them!

Negative thoughts: (If you don't have any that's great and you can leave this blank. I still suggest you do the next bit though!)

Now, remember that **you** are in charge of your story. And **you** are in charge of the thoughts in your head (I know it might not feel like it sometimes but, you are).

So, the best way to change the story in your head to a more positive, helpful one that serves you better, is to **write a new narrative**.

Have a quick look at the negative thought(s) you wrote above and think about what a new, more positive, helpful thought would be instead.

There are some examples on the next page to get you started ...

(feel free to use any of these that resonate OR craft your own ones, so that they feel personal and powerful to you).



5-DAY CHALLENGE - TASK ONE

- ★ **The more 'me' I am in my content**, the more the people who show up wanting to work with me will be a perfect fit.
- ★ **Storytelling is simply about sharing experiences**, and connecting through shared experiences is extremely powerful.
- ★ **This isn't about me.** I'm showing up for the people who will resonate with my stories and feel relieved that I can help them.
- ★ **It's my time**, and I'm ready to shine!

Get the idea?

OK now, you can write as many as you like (I have them on post-it notes all around my office) ... but then pick ONE to post in the group.

My new, positive thoughts around putting myself out there and sharing my stories:

The one I will post in the challenge group is:



Now What?

Please follow these instructions carefully ...

GO INTO THE FACEBOOK GROUP AND UNDER THE DAY ONE TASK VIDEO PLEASE COMMENT WITH:

1

Your **ONE-TWO sentence statement** on why you want to be a better storyteller and what impact that will have on your business.

2

And **ONE new narrative** that is going to help you share more stories and show up the way you want to.



Bonus Task

If you're keen to start sharing content that gives people a sense of who you are, I'm going to add a bonus task here each day. It's completely optional and NOT for you to post in the challenge group. It is for you to post on your own social media ...

One (or 2 or 3) fun facts about you.

- ★ Give people a fun fact about you.
- ★ If you've got an image to accompany it, even better.
- ★ Tag me in, and use hashtag **#thebusinessofstorieschallenge**