

STORYSELLING CHEAT SHEET

How to Use the Right Story at the Right Time

Here's the truth most business owners never hear:

You don't need better results.

You need better stories around the results you already have.

This cheat sheet is your back-pocket guide for moments when you're thinking:

"I know I do good work... but how do I explain it without sounding generic?"

5 Story Types Every Business Needs

**Origin
Story**

**Client
Success
Story**

**Values
In
Action**

**Against
The
Odds**

**Future
Vision**

Origin Story - *Use when:* You want people to understand why you care
Think: Introductions • Networking • About pages

Micro-Example:

"I realized this work mattered when I saw how overwhelmed people were trying to make decisions without clarity."

Client Success Story - *Use when:* You need proof without sounding salesy
Think: Sales conversations • Referrals • Websites

Micro-Example:

"The result wasn't just numbers. . .it was confidence and peace of mind."

Values-in-Action Story - *Use when:* Trust or alignment matters

Think: Objections • Competitive moments

Micro-Example:

"I chose what was right for the client—even when it cost me."

Against-the-Odds Story - *Use when:* Someone feels unsure or skeptical

Think: Complex situations • Hesitant prospects

Micro-Example:

"On paper, it shouldn't have worked. But it DID."

Future Vision Story -

Use when: You want people to imagine life after working with you

Think: Calls to action • Closing conversations

Micro-Example:

"After working together, clients tell me they can finally breathe again."

If you hear this → THEN USE THIS

"So what do you do?" → Origin Story

"How do I know this will work?" → Client Success Story

"We've been burned before." → Values-in-Action Story

"Our situation is complicated." → Against-the-Odds Story

"What happens next?" → Future Vision Story

Remember:

Facts *inform*. Stories *connect*.

Connection is what converts.