

Flagship Storyselling Immersion - Week 4
Client Success Story: The Story that Builds Belief

September 30, 2026

with Jen, *The Storyselling Sherpa*

Check-in / Stories of the Week

Story Moments?

Origin Story Realizations?

To Recap

Your Origin Story showed “trust through path.”

Your Client Success Story
shows trust through proof.

Reminder:

All the great stories focus on (or around)
a meaningful moment of Insight.

Our Journey



- Session 1: Why your work matters (Core Story)
- Session 2: How you got here (Origin Story)
- Session 3: What results can clients get (Client Success)

Today's Focus...

Your Client Success Story quietly answers:

"Will this actually work for me?"

It shows what your work looks like in action.

**This is where your work
becomes real, tangible, and believable.**

Why do these types of stories work?

These are the stories that “move the needle.”

People don't fully trust your work
until they see it working for someone else.

This story bridges the gap between:

“This sounds good.” → “I believe this works.”

The Purpose of Client Success Stories

It helps potential (and existing) clients see:

- What you actually do
- How your work helps
- What changes as a result (transformation)

Client Success Story: Definition

A Client Success Story

is a story that shows how your work

helped someone move from

where they were to a meaningful result.

Client Success Story: What it IS & ISN'T

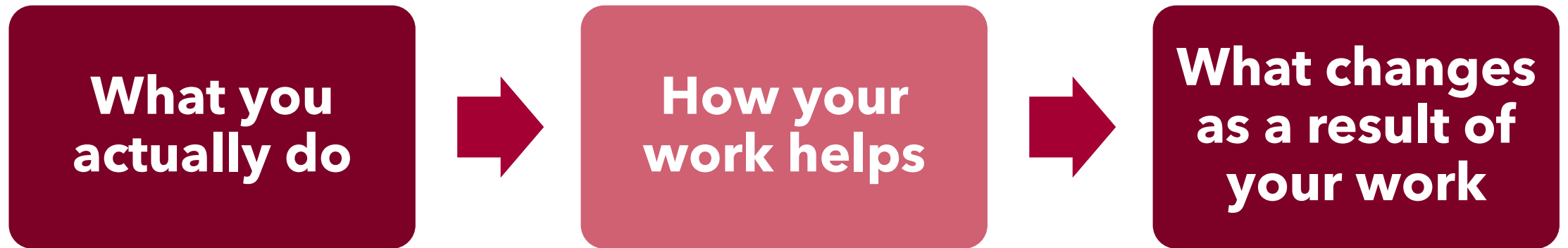
It is not:

- a testimonial
- a list of results
- a data-full case study

It IS:

- a moment of change
- a clear before and after
- a human-focused story of transformation

What a Client Success Story Conveys



What it's NOT: Long! This is a quick story, a snapshot. The goal is to get people to *tune in*.

What a Client Success Story IS

The framework is pretty simple:



"Before ~ Moment ~ After" Exercise

I want you to think of a client...

- *One you really helped*
- *One who achieved a transformation*

We're going to do this step by step...

Breakdown: Before

This is where your client started...

What were they struggling with?

What wasn't working?

What did it feel like?

Breakdown: Moment

What changed...

What did they realize?

What shifted?

What did you help them
see or do differently?

[Insight: Without the shift, this story won't land.]

Breakdown: After

Where they are now...

What is different?

What result did they experience?

What became possible?

A "Not So Great Example of a Client Success Story"

"I worked with a client who improved their messaging and got better results. They were really happy with the outcome."

Why is this draft “Not So Good?”

- too vague
- no real problem
- no insight
- **no transformation**

Your Client Success Story Builder

"They came to me because_____.

But what we realized was _____.

And as a result _____."

The Middle Line Matters Most

The Power Line:

"But what we realized was..."

- This is where belief is built
- This is where transformation happens
- Rewrite this line until it clicks

My Not-So-Good Example “Fix”

They came to me because they were struggling to write about their work in a way that felt clear and compelling.

But what we realized was
that they weren't fully clear on the message
behind their work themselves.

And as a result, once we clarified their core message, their writing became much easier and their content started connecting with the right audience.

Now Fix That Story

"I worked with a client who improved their messaging and got better results."

"They came to me because_____
But what we realized was _____.
And as a result _____."

Using the Client Success Story Builder

Start your first draft with this builder.

Then revise it with an actual client's story.

- WHO came to you?
- WHAT did they realize?
- HOW did your work transform their life?

Story Time!

- Share your story
- Pay attention to how it feels

Great Work for This Week

1. Create 1st draft with Client Success Story Builder.
2. Revise your first draft with **some of your actual client stories.**

Pro Tip: If you get stuck, rewrite a few versions of the middle line. The power of this story is in: “but what we realized.”

Need help? Email me at jenb@storyselling4success.com.

Remember What We're Going For

- Clear beats clever.
- Shorter is stronger.
- Make it real, even if you don't use names.
- We're not telling everything. We're showing the transformation so others want it too.

Closing Thought

Your stories are already there.
Our job is to bring them into focus