



Storyselling Immersion - Welcome

The Strategic Power of Story + Your WHY

September 16, 2026

with Jen, *The Storyselling Sherpa*

Introductions + Question for You

**What motivated you
to attend this program,
and what are your goals?**

Welcome to Storyselling Immersion

- Welcome to rediscovering your stories.
- Welcome to new skills.
- Welcome to an easier way to show your value.
- This is *not* passive learning. It's active (and hopefully super fun).

The Journey We'll Take

- 8-session roadmap (90-minutes weekly)
- Q&A + Story refinement
- Bonus Week: Laser coaching / AMA (Nov 11)
- The Storyselling Playbook

What We Are Building Together

During Immersion, you'll develop:

1. Your Core Story
2. Your 5 Key Stories
3. Using your stories strategically
4. A plan for where and how to use them

The Work Behind the Work

What is the work ***behind*** your work?

In other words:

**What is the difference
you hope your work makes for people?**

(Type it in the chat. It doesn't have to be big.)

What Storyselling Actually IS

Storyselling is the process of turning
meaningful experiences from your work
into stories that help people
clearly understand your value.

(Plus, they are the shortest path to "YES.")

The Lost \$948K Story

Untold stories are expensive

Think of them as the **Cost of Inaction.**

NOT using them costs you:

Credibility, Opportunity,

Revenue and TIME

Stories Begin as Moments

Stories don't start as polished narratives.

They start as:

*conversations, turning points,
realizations, challenges*

Stories begin as moments that meant something.

Turn On Your “Story Radar”

Before we build stories, *we have to notice them.*

- Identify problems you solved.
- Decisions you made.
- Clients you helped.
- Challenges overcome.
- Remember those moments that *mattered.*

Your stories are already there. Let's find them.

Start Your Story Inventory (5 Moments)

1. A moment that shaped your professional mission
2. A moment when a client experienced real transformation
3. A moment when you made a decision based on your values
4. A time when something went wrong and you learned something important
5. A moment that reveals your vision for the future

Next...What Does This Story PROVE?

Finding the moment is only the beginning.

What does this moment prove about:

- Your expertise?
- Your values?
- Your process?
- Your results?
- The way you serve people?

The Storyselling Architecture

How it all works together



The Framework We Build Around

Your Core Story + Five Key Stories
answer these questions:

1. WHY do you care?	4. Can I trust you?
2. Why do you do this work?	5. How do you make decisions?
3. Will this work for me?	6. Where are you leading me?

Story Milestones on the Map to "YES"

AWARENESS - Core (WHY) <i>"WHY do you do this work?"</i>	ALIGNMENT - Values-in-Action (Integrity) <i>"Do I believe what you believe?"</i>
TRUST - Origin (<u>Your</u> Path) <i>"Why should I trust you?"</i>	CONFIDENCE - Against-the-Odds (Resilience) ~ <i>"But what if it's not perfect?"</i>
BELIEF - Client Success (Proof) <i>"Will this actually work for me?"</i>	MOVEMENT - Future Vision (Direction) <i>"Where is this going?"</i>
These together will shorten the path to "YES."	

What IS Your Core Story?

Your Core Story explains

why your work matters to you,
and how your perspective was shaped.

Short version:

**Your Core Story reveals
the moment that shaped your mission.**

The Role of Your Core Story

Your Core Story defines your WHY.

What makes you care enough
to do THIS work?

**(People don't just connect to what you do.
They connect to why you care.)**

5 Places Core Stories Hide

Core Stories often come from:

- A moment of frustration
- A client experience
- A turning point in your career
- A lesson learned the hard way
- A problem you couldn't ignore

Let's Unlock Your Core Story...

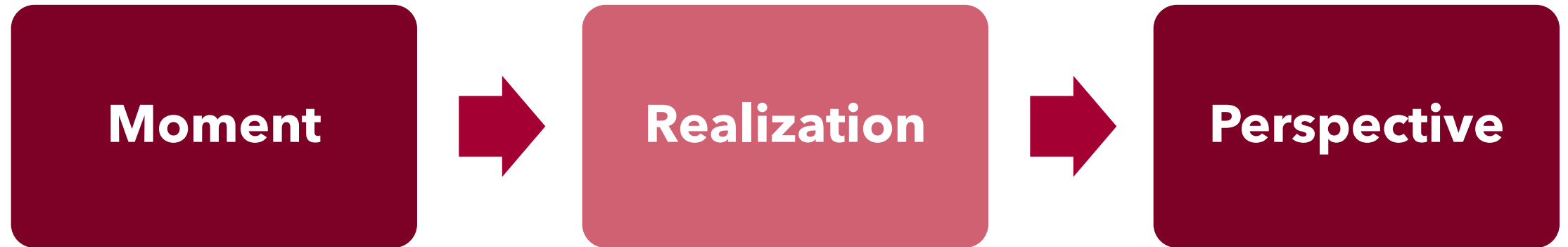
*“What is something about your work
that you care about more deeply
than most people in your field?”*

Where did that belief come from?

The Framework of Your Core Story



Another Way to Look at this Framework



The Core Story Sentence

Because I experienced _____,
I care deeply about helping people _____.

More Prompts for Your Own Core Story

- What do you believe that others in your industry *don't* emphasize...but should?
- What problem frustrates you most when you see it done poorly?
- What has stayed with you for years?
- **If you stripped away your products/services, what difference would you *still* want to make?**

You Try It!

***"Because I experienced or witnessed
[fill in the blank],
I care deeply about helping people
[fill in the blank]."***

(Write three versions max.
Don't make it impressive. **Make it TRUE.**)

What We Did Today...

Today you began learning to:

- 1. Notice** moments you've stopped noticing.
- 2. Capture** them before they disappear.
- 3. Ask** what those moments prove.
- 4. Connect** experience to meaning.
- 5. Excavate** the story underneath your work.

Between now and next week...

Capture 5 moments (or continue today's work).

Ask for each one: *What does this story prove?*

And keep playing with:

*Because I experienced/witnessed _____,
I care deeply about helping people _____.*

Don't polish anything! Bring me the raw material.

How to Get Hold of Me

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