

Repeatable Story Flywheel

Live Workshop Handout

This is a clarity exercise, not a creativity exercise. The goal is to identify a core story and make it repeatable, retellable, and recognizable.



01

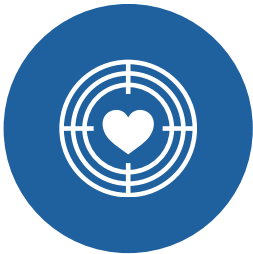
Pick One
Story

Prompt: Think of one story you tell that always gets a reaction — a nod, a laugh, an “aha,” or a “tell me more.”

Write your story name or brief description:

Pick a story that is:

- True to who you are
- Connected to your mission/work
- Memorable when told
- Easy to revisit often



02

Know What
it Proves

Prompt: What belief, value, or lesson does this story reinforce?

Examples:

- We solve problems others avoid
- We follow through when others quit
- We take care of people like family

Write your core takeaway:

This story proves: _____



03

Distill It
Down

Prompt: Simplify your story into a single sentence anyone can remember and repeat.

Formula:

This is a story about... (your core lesson or surprising moment)

Write your one-sentence version:

Goal: Short. Clear. Repeatable.



Tell It Efficiently

- What details matter?
- What can you remove?

Write 3 key beats only:

1. _____
2. _____
3. _____



Adapt the Delivery

A customer:

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

[illegible]

Lesson: Same story. Different pacing, emotion, and framing.



06

Commit to Repeat

Prompt: Where will you intentionally repeat this story?

Check 3:

- | | | |
|---------------------------------------|---|---|
| <input type="checkbox"/> Website | <input type="checkbox"/> Presentations | <input type="checkbox"/> In-person networking |
| <input type="checkbox"/> Social posts | <input type="checkbox"/> Team meetings | <input type="checkbox"/> Add a channel: _____ |
| <input type="checkbox"/> Sales calls | <input type="checkbox"/> Email / Newsletter | |

I will tell this story consistently so people remember who I am and what I stand for.

Sign it for buy-in:

Signature: _____ Date: _____

Final Thought

One great story told often beats 50 forgotten ones. Take the time to hone a story you can use over and over again in your business.