

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

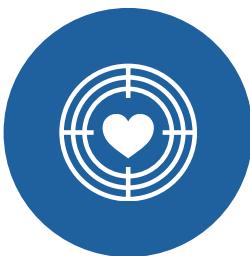
Pick One Story

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.



04

Tell It
Efficiently

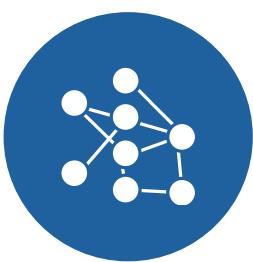
Prompt: Circle unnecessary parts. Ask:

- What details matter?
- What can you remove?

Foxworthy Rule: Cut anything that doesn't move the story or build emotion.

Write 3 key beats only:

1. _____
2. _____
3. _____



05

Adapt the
Delivery

Prompt: How would you tell this story to:

A customer:

A team member:

On social media:

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



06

Commit to Repeat

Prompt: Where will you intentionally repeat this story?

Check 3:

- Website
- Presentations
- In-person networking
- Social posts
- Team meetings
- Add a channel:
- Sales calls
- 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.