

BOSS BABE STORYTELLING GUIDE

STORYTELLING FRAMEWORK:

- USE THIS STRUCTURE TO CRAFT YOUR CONTENT IN A WAY THAT GRABS ATTENTION, BUILDS CONNECTION, AND DRIVES ACTION.

1. THE HOOK (GRAB THEIR ATTENTION)

FILL IN: HAVE YOU EVER FELT _____? I KNOW I HAVE.

- *EXAMPLE: HAVE YOU EVER FELT LIKE NO MATTER HOW HARD YOU WORK, YOU'RE STILL NOT MAKING PROGRESS? I KNOW I HAVE.*

2. THE STRUGGLE (RELATE TO THEIR PAIN POINT)

FILL IN: I REMEMBER WHEN _____ (DESCRIBE A MOMENT OF STRUGGLE).

- *EXAMPLE: I REMEMBER WHEN I LAUNCHED MY BUSINESS, BUT NO ONE WAS BUYING. I FELT DEFEATED, WONDERING IF I'D MADE A HUGE MISTAKE.*

3. THE TURNING POINT (WHAT CHANGED?)

FILL IN: THEN I DISCOVERED _____ (YOUR SOLUTION/INSIGHT).

- *EXAMPLE: THEN I DISCOVERED THE POWER OF STORYTELLING. INSTEAD OF JUST PROMOTING MY SERVICES, I STARTED SHARING MY JOURNEY—MY STRUGGLES, LESSONS, AND SMALL WINS. THAT'S WHEN EVERYTHING CHANGED.*

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4. THE TRANSFORMATION (SHOW THE RESULTS)

FILL IN: NOW, _____ (DESCRIBE THE OUTCOME/SUCCESS).

- *EXAMPLE: NOW, I HAVE DREAM CLIENTS REACHING OUT DAILY, NOT BECAUSE I'M SELLING—BUT BECAUSE THEY SEE THEMSELVES IN MY STORY AND WANT TO WORK WITH ME.*

5. THE CALL TO ACTION (TELL THEM WHAT TO DO NEXT!)

FILL IN: IF YOU'RE STRUGGLING WITH _____, I'D LOVE TO HELP! _____ (OFFER NEXT STEP: BOOK A CALL, DOWNLOAD A RESOURCE, ETC.).

- *EXAMPLE: IF YOU'RE STRUGGLING WITH WHAT TO POST, I'D LOVE TO HELP! DOWNLOAD MY STORYTELLING GUIDE AND START CRAFTING CONTENT THAT CONNECTS AND CONVERTS.*

PRO TIP: YOUR AUDIENCE DOESN'T NEED MORE INFORMATION, THEY NEED CONNECTION. SHARE YOUR STORY AND WATCH YOUR BUSINESS GROW!