

Story Creation Worksheet

Everyone has a story to tell, what's yours? B2B buyers are more likely to buy a product from you if they are able to emotionally connect with your brand. Use this worksheet to draft compelling and engaging stories that connect and drive sales.

Create Your Plot

Simply put, a plot is a series of events that constructs your story.



Introduction (Topic)

Rising Action (Pain Point)

Climax (Product/Service)

Falling Action (Value Proposition)

Dénouement (The Result)

Define Your Characters

Characters are the personalities that drive the plot. As marketers, we most likely know them as buyer personas, ideal prospects, and clients.



Character One (Buyer Persona)

Character Two (Buyer Persona)

Want to take B2B storytelling to the next level? Let's connect!

Story Creation Worksheet

Everyone has a story to tell, what's yours? B2B buyers are more likely to buy a product from you if they are able to emotionally connect with your brand. Use this worksheet to draft compelling and engaging stories that connect and drive sales.

Establish Your Theme and Point of View

The theme is the focus of the narrative. The point of view answers who is telling your story and why they are telling it.



Theme (Main Takeaway)

Point-of-View (Motivations Behind the Narrative)

Set the Scene

Setting details the time, place, and environment in which your content exists.



Setting (Trends, market/economic influences, industry, etc.)

What's the Conflict?

Conflict is the basic narrative device that motivates characters and drives the plot.



Conflict (Understanding the Pain Point)

Want to take B2B storytelling to the next level? Let's connect!