

The 3 Stories You Need to Tell in Your Marketing

A Practical Guide to Help You Sell
Through Story

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Welcome:

Hey Storyteller,

This workbook is your hands-on guide to crafting the three stories that will make your marketing unforgettable. Use these pages to reflect, write, and build stories that connect emotionally and sell authentically.





Story 1: The Story of Your Product or Service

People don't buy products. They buy solutions to problems. Let's find the emotional core of what you sell.





Reflection Prompts:

- What problem does your product or service really solve?
- How does that problem make your audience feel?
- What happens if that problem goes unsolved?





Activity:

Feature vs. Feeling

On the next page, list your product's top features on the left, and match each one with the feeling or emotional outcome it creates.





Feature	Emotional Benefit/Feeling





Story 2: The Story of Your Customer

Customer stories are social proof with heart. They show transformation in a way facts never could.





3-Part Customer **Story** Template:





1. Before working with me, my client





2. I helped them by





3. Now, they





Activity: **Transformation Map**





Before (Problem)	After (Result)





Story 3:

Your Story

Your personal story is the bridge between who you are and what you do. It shows the real person behind the brand.





Reflection Prompts:

- Who were you before your transformation?
- What challenge changed your direction?
- What struggle shaped who you are today?
- What's your mission now?





Activity: **Before/After Map**





Before (Old You)	After (Transformed You)





The 5-Part **Story** Formula





Section	What to Include	Example
1. Setup	Who you were before	I used to think marketing was about sounding professional. Every post I made felt forced; like I was trying to prove I belonged in the room.
2. Complication	The turning point	Then one day, someone asked me, “Why did you start your business in the first place?” I froze. I realized I’d been hiding the story that actually made people care.
3. Struggle	What didn’t work	I tried templates, trends, and tactics, but nothing stuck. People liked my posts, but no one connected. I was doing everything right... but my audience still didn’t feel me.





Section	What to Include	Example
4. Resolution	What changed	Then I learned how to tell my story, not as a pitch, but as a bridge. When I started sharing the moments that shaped me, everything shifted.
5. Transformation	Who you became	Now, I don't sell services, I share stories that sell themselves. I built a brand rooted in truth, not tactics. And my message finally feels like me.





Reflection & Action Plan

Using the 5-part structure, write your personal brand story below.

















Next Steps:

1. Refine your story.
2. Share it on social media or at your next networking event.
3. Pay attention to how people respond.





Storytelling Checklist

1. My Product Story is clear
2. My Customer Story is authentic
3. My Personal Story connects emotionally
4. Each story shows transformation





Storytelling Manifesto

I commit to showing up with truth,
empathy, and transformation in
every story I tell.

My story is not just what I sell; it's
how I serve.





Book a **Storytelling** Strategy Session with Me

Let's craft your signature stories so
your marketing connects emotionally,
sells authentically, and grows
consistently.

Visit

www.communityleadershipnetworks.com
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