

# WHAT'S YOUR STORY?

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BY PARK HOWELL

the business  
of **story**<sup>®</sup>



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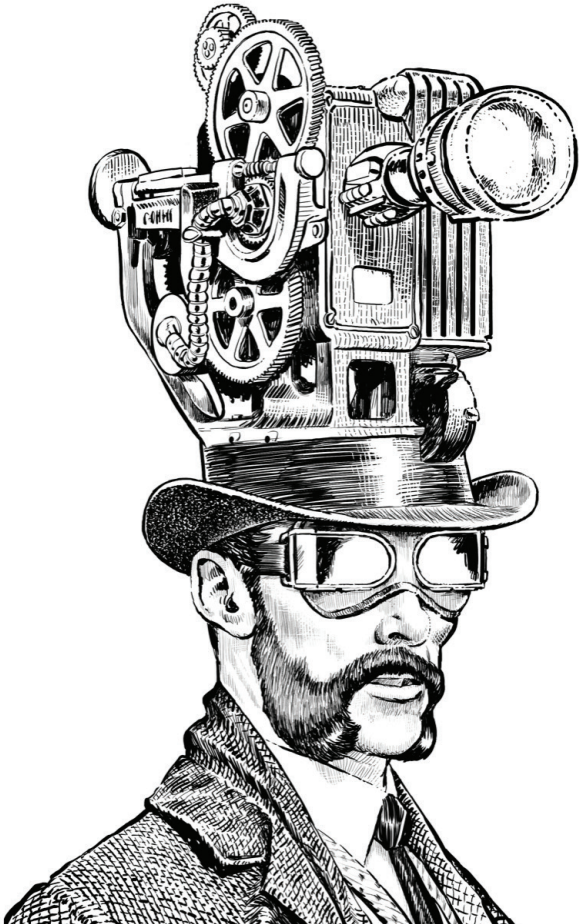
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## HOW TO PROJECT YOUR STORIES

You and I are visual beings. We tell vivid stories to project indelible images in the theater of the mind so people can see the world as we do.

But storytelling is hard unless you become an intentional storyteller.

Therefore, if this magical little handbook has found you, then you've probably found yourself learning the applied science and bewitchery of storytelling in a Business of Story keynote or masterclass. This guide will show you how to craft and tell compelling stories that light up the imagination, connect with your audiences and move them to action. Imagine that.

#StoryOn!



# FIND YOUR FOCUS

Begin by using the primal power of the And, But & Therefore foundational narrative framework to clarify your message. This helps your audience immediately grasp the point of your story.

Set the scene:

.....  
.....

AND (raise the stakes):

.....  
.....

BUT (identify the problem):

.....  
.....

THEREFORE (reveal the solution):

.....  
.....

(Did you see how I used the ABT on the previous page?)

.....  
.....

AND:

.....  
.....

BUT:

.....  
.....

THEREFORE:

.....  
.....

What one word describes your theme?

.....  
.....





# CRAFT A SMALL STORY FOR BIG IMPACT

You have crafted your ABT to clarify the theme of your message and now it's important to support the promise of your premise with a mighty short story. But most people default to impotent generalized information. Therefore, use the five primal elements of a story to take your audience to a moment in time that illustrates the business point you wish to make.



WHEN



WHERE



WHO



ACTION



AHA

When did this moment happen?

.....  
.....

Where did it occur?

.....  
.....

Who is the central character?

.....  
.....

What happened and what was the surprising outcome?

.....  
.....

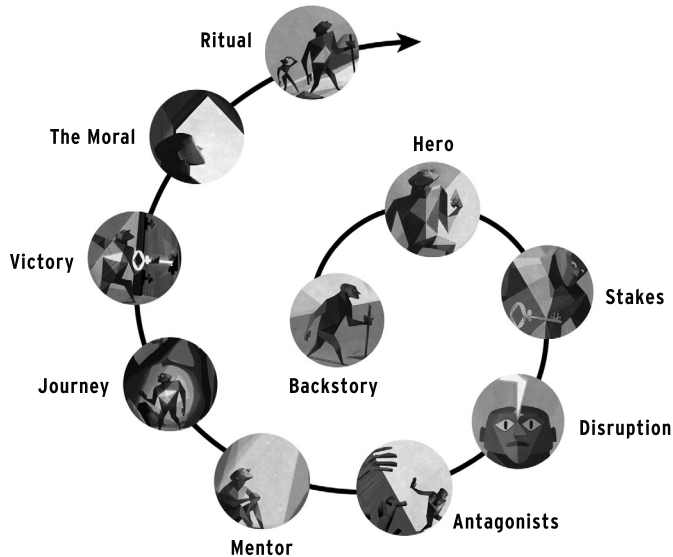
What is the "Aha moment" learned from this experience that supports the theme of your ABT?

.....  
.....





# THE STORY CYCLE SYSTEM™



# OUTLINE THE SCREENPLAY OF YOUR STORY

You've set the stage with your ABT, revealed your one-word theme to keep you focused and you have unearthed an engaging anecdote that supports the promise of your premise. But what if your story has taken on a life of its own and you need to command the stage with a presentation? Therefore, use the Story Cycle System™ to lead your audience on a narrative journey they will never forget.

The 10-step Story Cycle System™ is powerful because it's distilled from the timeless narrative structure of the ancients, inspired by the story artists of Hollywood, influenced by masters of persuasion, guided by trend spotters, and informed by how the human mind grapples for meaning.

Now, let's bring your story to life by outlining your content in each step found on the following pages.

































# THE APPLIED SCIENCE AND BEWITCHERY OF STORYTELLING

## Act I Setup

Create context  
with your ABT:

This AND this...



WHEN



WHERE



WHO

Share an example  
anecdote:



Backstory



Hero



Stakes



Disruption

Craft your long-form  
narrative with the  
Story Cycle System™:

Each of the narrative frameworks derives its power from the primal three-act story sequence that our brains seek to make sense of the world we inhabit.

## Act II Conflict

BUT then that...



ACTION



Antagonists



Mentor



Journey



Victory



Moral



Ritual

## Act III Resolution

THEREFORE...



AHA





For 35+ years, Park Howell has guided leaders of purpose-driven brands to achieve exponential growth for themselves, their organizations and the people they serve. He loves to consult, teach, coach and speak on the applied science and bewitchery of business storytelling to help you excel through the stories you tell.

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