

Story Creation Templates

Template 1: Simple Customer Story

1. Who is the person?

Describe their life in one or two lines.

2. What problem did they face?

List the main issue in simple terms.

3. What did they try before?

Share what failed or fell short.

4. What changed?

Explain what led them to try your idea or offer.

5. What was the outcome?

State the clear win they reached.

6. What should the reader take away?

End with one clear point.

Template 2: Personal Story Framework

1. Start with the moment you felt stuck.

Describe the scene.

2. Say what made the problem worse.

Share the tension or stress.

3. Explain when things turned.

Show the insight or shift you made.

4. Show the steps you took.

Keep it short and helpful.

5. Share what changed for you.

What improved or became easier?

6. Connect it to what the reader can do next.

Template 3: Before and After Story Map

1. Before:

List the key struggles, fears, or blocks.

2. Turning Point:

State the moment of clarity or hope.

3. Action:

Explain the simple steps taken.

4. After:

List the final results or benefits.

5. Next Step:

Invite the reader to take action.

Template 4: Problem-Solution Story

1. Problem:

Name the core issue your audience feels.

2. Attempted Solutions:

Share what people try that fails.

3. Real Solution:

Show the idea, habit, or offer that works.

4. Outcome:

Describe the clear win or relief.

5. Why It Works:

One line about why the solution is strong.