

Andrea Beaulieu
Coach • Consultant • Speaker



Speak from Your
Authentic Voice
Become an Irresistible Force for Your Cause!

Your
Authentic
Voice®

Present Like A Pro! Story Planning Template

Which story?

The point:

Where are you? Where does this story take place?

Describe who are you with? Who is involved? Who is the main character?
Supporting characters?

What happens? What obstacle does your main character encounter?

- Every day . . . (life is normal for my hero)
- Then one day . . . (something goes wrong) Tell me about their frustration, their pain, their fears or what has gone wrong.
- Then one day . . . the mentor (you) shows up to help them.
- Because of that . . . (my hero overcomes obstacles and finds their way back – you help them through)
- Until finally . . . (my hero gets to a higher place)

How do you feel? What does this mean to you?

Why does the listener need to know? Why would he or she care? This is the point.

What do you want the listener to know, believe, feel, do or remember? This is the call to action.
