

# Your Captivating Stories Checklist

by Yes Yes Marsha

- 1. **Are you clear on the point you want to make with this story?**  
What is it? \_\_\_\_\_  
*Could be big picture ("Customer behaviour can surprise you") or narrative ("That client was very generous")*
- 2. **Is there at least one action scene that you can describe?**  
What is it? \_\_\_\_\_  
*E.g. "My sister and I are on the riverbank, fishing"*
- 3. **Are you describing the scene using at least two sensory details?**  
What are they?  
1. \_\_\_\_\_  
2. \_\_\_\_\_
- 4. **Are you telling the story in chronological order?**  
*No spoilers!*
- 5. **Have you included EMOTION?**  
Are you using internal monologue, naming the emotion or describing where you (or your character) feels it in the body? \_\_\_\_\_
- 6. **Does the story start in an action scene?**  
What are you saying to spark the audience's curiosity? \_\_\_\_\_
- 7. **Are you ending it just after the main event happens?**  
*Ideally, don't tell them the message of the story, have them figure it out themselves from how you tell the story!*
- 8. **Can you cut any part of the story and still get your point (from #1 in this list) across?**  
*If you can, your story will ALWAYS be more engaging!*

---

Marsha Shandur (of [Yes Yes Marsha](#)) believes that getting communication right is the key to happy, engaged and productive teams. A Storytelling, Speaker and Communication Coach and Trainer, Marsha has worked with hundreds of individuals and groups of executives, entrepreneurs, students and professionals across Canada, the US and the UK. She's done keynotes at World Domination Summit in Portland and Women's Executive Network events across Canada, and worked with clients like Royal Bank of Canada, United Way and HelloFresh. Her work has been featured in Forbes, BBC and Mashable.



To find out more about the work Marsha does, book a no obligation, free call with her [by clicking HERE](#)

Or to learn more about how Marsha can help you transform the work you and your team do for the better, even during the Covid 19 lockdown, have a look at [YesYesMarsha.com/lockdown](https://www.yesyesmarsha.com/lockdown)