

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 storytelling skills are the key to effective and ethical persuasion. A Storytelling, Communication and Sales Coach and Trainer, she has taught thousands of executives, entrepreneurs and professionals across the world and has got rave reviews from clients like Royal Bank of Canada, TJX, Loblaw Companies Inc, and Shopify. Before launching Yes Yes Marsha, she spent 15 years working as a Radio DJ, where she gained a powerful understanding of how to tell stories in a way that fosters connection, trust, engagement and loyalty. Her work has been featured in Forbes, the 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 you and your team's the persuasion and communication skills, have a look at YesYesMarsha.com/workshops