

# SIGNATURE STORY FORMULA™

Telling your signature story is crucial to imparting the beliefs needed for customers to enrol in your offers. Use this template to outline your signature stories. It maps out the hero's journey similar to Joseph Campbell's structure but aligns it with selling on a stage or platform.

Stage	Content
<b>The Situation</b> Describe the situation in detail, starting in a specific moment.	
<b>The Challenge</b> What was the big internal/external challenge you were facing?	
<b>The Desire</b> What was your desire or what did you want differently in your life externally / internally?	
<b>The Decision</b> What decision did you make that made the difference for you?	
<b>Breakthrough Journey</b> What was the breakthrough journey that occurred and how did this feel?	
<b>The Epiphany (Core Premise)</b> What was the insight or epiphany that you learnt?	
<b>The Importance</b> Why is this epiphany important to your audience?	