**Exercise A – Participant Worksheet**

To start developing your story, you’ll need to first develop the core elements (listed below). Please take a few moments and use the space provided below to write a short description of the three elements. An example is provided. Following the completion of your elements, share your input with one other person and give/receive feedback.

Elements

1. Who is the lead character (the protagonist)?
2. What is the goal of your story? What is the lead character trying to accomplish?
3. What roadblocks or barriers must the lead character overcome to accomplish this objective?

Example:

Lead character: Alberta Gator, a 5th generation farmer who grows citrus and strawberries to sell at a local farmers market.

Goal: To show my customers how I grow my crops and the passion and hard work I put in to getting them a great product.

Roadblocks: Many challenges come with agriculture- pests, weather, etc.

Lead Character: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Goal: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Roadblocks: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Exercise B – Participant Worksheet**

This exercise will allow you to continue to develop your story for your potential customers. Using the components of a well-developed story and the AABT method to add details, write these components of your story that you would like your customers to hear. Following the completion of your components, share your input with one other person and give/receive feedback.

**A well-developed story generally includes:**

Expressive details: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Multiple obstacles: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Logical progression or action: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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A worthy goal: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**AABT:**

And: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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But: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Therefore: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Exercise C – Participant Worksheet**

This exercise will allow you to continue to develop your story for your potential customers. Put all of the elements together from Exercises A and B to create a cohesive story, and tailor the message to potential customers. Your primary concept should match your audiences interests as well as what you want them to remember about your business. Remember that this is your first draft and the ensuing feedback will be helpful when you finalize your story. Following the completion of your story, you will be asked to share your draft and have the opportunity for feedback from other participants.

My story:

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**Evaluation for Module 6**

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| For the following statements, please answer by circling a number where 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4= agree, and 5=strongly agree.  |
|  | Before Workshop | After Workshop |
| a. I understand the concept of storytelling. | 1 2 3 4 5 N/A | 1 2 3 4 5 N/A |
| b. I can identify the 3 elements of a good story. | 1 2 3 4 5 N/A | 1 2 3 4 5 N/A |
| c. I understand what makes a good story. | 1 2 3 4 5 N/A | 1 2 3 4 5 N/A |
| d. I can apply story telling techniques to promote my products. | 1 2 3 4 5 N/A | 1 2 3 4 5 N/A |
|  |  |  |
| What are the three most important things you feel you have learned in this module?What have you learned from this module that you plan to implement in the next year? |
| The amount of time spent on this module was: (Please circle one) | Too Short | Just Right | Too Long |
| The amount of material covered in this module was: (Please circle one) | Too Little | Just Right | Too Much |