

# How To Write A Damn Good Story - TEMPLATE -

Lorrie Morgan



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## Captivating Storytelling Heuristics

One of the things we need to address when you're adding story to your sales process is what is the global lesson you want your prospect to understand?

There needs to be a point to the story – a transformation, a takeaway, a resolution. Otherwise your story is just a self-indulgent ramble.

Once you figure out the takeaway, you can check your personal story arsenal for what would support that lesson best. That's why it's crucial to keep writing on a regular basis...even on those days when you don't "feel like it."

It's so important to practice finding and writing stories on a regular basis so when you need to access them, they are practically at your fingertips.

Telling a good story is almost like speaking a different language.

If you write a story that sucks, it won't be read and you've wasted your time & energy.

Here are the first heuristics in planning your captivating story. ("Heuristics" means rules of thumb...I just learned that word from my college graduate son and wanted to impress you with my vocab. ☺ )

**STEP ONE:** If you don't take some time to plan out your tale ahead of time, it won't fly.

**STEP TWO:** Know where you want your story to end first, before you start writing it. What is the moral, resolution, or lesson?

**STEP THREE:** What is the event the story is about?

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**STEP FOUR:** What's the friction or conflict (there must be conflict) that causes the resolution?

Break down your own story in the template on the next page...

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## Template for Your Hero's Journey

- **Separation** – *How did your life used to be before your "calling"?*

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- **Initiation** – *What specific incident happened to create your current business?*

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- **Return** – *What has changed positively in your life as a result?*

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## Meet Lorrie



*Lorrie Morgan is considered an industry trailblazer in the world of emotional response copywriting & marketing.*

*She founded her first company Red Hot Copy in 1999 so she could work anywhere, raise her family, and make a good living.*

*After studying closely with legends Dan Kennedy, John Carlton, and Gary Halbert, she takes established marketing formulas and adds her own conversational rapport to the mix for proven increases in conversions.*

*Lorrie and her businesses have been featured in Dan Kennedy's Gold Membership, Copy Chief, AWAI (American Writers & Artists Institute), John Carlton's SWS (Simple Writing System), Mal Emery's Business School in Australia, Ladies Who Launch, Office Depot, NAWBO (National Association for Women Business Owners), Mark Victor Hansen's Mega Events and more.*

*Lorrie has appeared in many print publications such as Armand Morin's Traces, Ali Brown's Ali, Savvy Business Women's Magazine, Parenting, Dan Kennedy's Gold & Platinum Newsletters plus her own previous newsletter, Hot Off the Presses.*

*She is regularly invited to John Carlton's Masterminds as the go-to voice for selling to women. In addition to running her own podcast, Red Hot Factor, Lorrie is frequently interviewed on other popular podcasts in a variety of industries.*

*Lorrie's copywriting products have won awards for publishing excellence. She was also nominated for outstanding business contributions by a woman for the Los Angeles Business Journal Awards, The Stevie Awards and others.*

*Today she lives in Arizona on a 13-acre horse ranch with her partner. When she's not working on copy or is mentoring other business owners, she's usually living out my Big Valley fantasies by riding her horse, feeding chickens, or shooting competitively.*

Follow her at [www.RedHotCopy.com](http://www.RedHotCopy.com).