

THE *Art*  
OF TELLING YOUR  
*Story*  
*Experience*

*Your Beacon Light Story:*

**How to craft the story  
that will call the name  
of your ideal clients**

*Made for this.*

[MichelleBarryFranco.com](http://MichelleBarryFranco.com)

## Experience week check in:

Insights from the week so far:

I'll complete my story and record a video, audio or write it out by

\_\_\_\_\_. (Don't forget you can win bonus points for sharing in our group - and EVEN MORE by sharing publicly!)

**MARK YOUR CALENDAR FOR SUNDAY'S CELEBRATION CALL!** 🍕

## The Quadpod of Magnetic Everything

I see you:

I get you:

I know what you want...

I can help:

**Grounding your story in your message. What is your message of hope for your ideal audience member (IAM)?**

*For example:*

*You can feel great in your body.*

*You don't have to use icky marketing strategies to have a thriving business.*

*You are meant to stand on that stage and shine your beacon light! :)*

Now yours:

**Your Beacon Light Story** (choose these details based on our classes up to this point and your own audience intimacy connection)

**What was it like for you before, during the struggle?**

*What feelings are you highlighting in this part of your story?*

**What was the turning point moment or insight that created the biggest shift toward solving this problem for you?**

*What feelings are you highlighting in this part of your story?*

**What does life/work/relationship look and feel like now, on the other side?**

*What feelings are you highlighting in this part of your story?*

**What is the first step you suggest they take toward their own transformation? Or, what is your model for helping them move through this transformation themselves?**

**Where will you bring them into your world with vivid detail? Start crafting that part of your story:**

## How will you begin your story?

- Captivating action
- Vivid scene
- Powerful emotions
- Mystery
- Thought or concept

## BONUS OPPORTUNITY 🎉

**HOORAY! Your story is in full swing motion! This is the perfect time to practice sharing it! Remember, you get 3 bonus entries in our prize drawing for sharing your idea inside our group PLUS an extra 2 entries if you share that video on your own social channels!**

***✨NOTE! Saturday is catch up coaching day! Share questions in our facebook group and I'll be checking in morning, midday and evening to offer coaching, ideas, feedback and cheering you on! Don't miss this opportunity to get coaching on your story before our celebration call on Sunday!***