



My Story Setlist



In addition to your Origin story, you should curate a setlist of go-to stories that you can pull from as needed to help keep a conversation going.

Below are some prompts you can use to begin building your Originals Story Set List. Jot down some ideas for each category.

FIRSTS AND LASTS

- What was your first job, and what's a lesson you learned there that still serves you today?
- What's the first concert you attended, and who did you go with?
- When did you first meet your spouse or significant other, and what about them caught your attention?
- What's a habit you've given up recently, and why did you stop?
- When did you first know your current career would be your focus, and how did you discover it?

A large, empty rectangular area with a light gray background, intended for the user to write their responses to the prompts.

FAVORITES

- What's your current favorite series or movie?
- What's a recent restaurant or vacation spot you're excited to refer?
- What's the app on your phone you use the most?
- Do you collect anything?
- What's a book that has changed your life and why?

FUN FACTS

- What's your earliest memory?
- What's one interesting thing about your hometown?
- What's a little-known talent you had...or one you wish you did?
- What was your most memorable childhood ambition?



Putting It All Together

Now that you've thought about some of your most memorable stories, it's time to put together your Originals setlist! Narrow down your favorite anecdotes that you can have handy when you're trying to relate to a customer.

Just as your favorite bar band can play a variety of songs depending on the mood of the audience, be sure to have a diverse setlist that will help you connect to prospects across a range of demographics and industries. Underneath the title of each story, jot down the type(s) of situations or customers that the story would serve best (first time customers, local customers, sports fans, recent college graduates, etc.)

When trying to choose stories for your setlist, ask yourself these questions:

- Is it memorable?
- Is it remarkable?
- Does it evoke emotion?

MY STORY SETLIST

STORY #1:

Best used for: _____

STORY #2

Best used for: _____

STORY #3

Best used for: _____

STORY #4:

Best used for: _____

STORY #5

Best used for: _____