

# EMOTIONAL STORYTELLING WORKSHEET

Magnetic Marketing Training

Use this worksheet to turn everyday moments into emotional stories that connect and convert. Fill in each section honestly — clarity creates connection.

## 1. Your Everyday Moment

What happened?


## 2. Emotion (How You Felt)

I used to feel:

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## 3. Struggle (The Relatable Part)

The hardest part for me was:


## 4. Clarity (The Shift or Lesson)

What changed for me was:


## 5. Action (The Invitation)

Finish ONE sentence:

If this sounds like you, \_\_\_\_\_

You don't have to figure this out alone — \_\_\_\_\_

This is exactly why I'm building \_\_\_\_\_


## 6. Put It All Together

Emotion:

Struggle:

Clarity:

Action:

## 7. How You Will Use This Story

Format: Reel / Caption / Story / Live / Email

Optional hook:

## 8. Community Action

Post your completed story inside the community today. Connection beats perfection.