



*Stories that Sell Now*  
**CHEAT SHEET from Call 1:**  
**7+ Surprising Sources of Material**  
**for Your Stories**

*Stories come in many forms. They do not necessarily have to come from dramatic events in your life or company. See below for some examples of story sources you can tap into today.*

1. **CURRENT EVENTS.** Current events are an excellent source for stories. You may find that you can link a story of your own to whatever is happening in the news.
2. **MILESTONES.** We all have pivotal moments in our lives that lead us in one direction or another. What are those pivotal moments for you? You will likely find great stories there.
3. **THIS WEEK.** Stories are happening all the time, including right now! What has happened to you this week? You may be surprised at the stories that will come up for you.
4. **PURPOSE/THEME.** Is there a theme you'd like your story to have, or a purpose you'd like to address? Once you've pinpointed your purpose and theme, dig into your life stories for examples that will support this.
5. **STORIES I TELL.** Think of a story that moves you and allow it to inspire you to create your own. Think through: 'What does this story I love make ME want to say?'
6. **PEOPLE AROUND ME.** You do not have to stick to your own stories. You are surrounded by stories from your family, friends, and people you meet in your day-to-day life!
7. **TRUST THE RANDOM.** Allow the ideas to flow freely by using random word generators to help inspire a story, or reading books such as Natalie Goldberg's **Wild Mind**.