

Stories that Matter: The What, Who, Why & How Worksheet

Use this worksheet to think about your storytelling in general, and/or a specific storytelling project you're working on.

Don't worry about getting it perfect. You can try different ideas on for size and see how they fit. You might choose to return to this worksheet periodically to see how your answers change and evolve over time.

WHAT

What kinds of stories do you want to tell?

What kind of impact or difference do you want your stories to make?



 **WHO**

Who are your stories for?

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 **WHY**

Why is it important you reach the people you noted above (under “who”)?

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Why is it important you make the kind of difference you noted above (under “what”)?

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 **HOW**

How will you share your stories with the world?

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How will you approach your work?

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 **BONUS**

What values will guide your storytelling? (Revisit this [values article](#) & [template](#) if you need more help with this.)

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Why not make this your year to tell your best stories, do your best work,
and make your biggest impact?

I help people tell better stories so they can make the kind of impact they're here to make.

To learn more, visit www.camilledeputter.com.

