



DISRUPTIVE STORYTELLING WORKSHEET

HOW TO CRAFT & TELL STORIES THAT SELL!

Stories Better Told. Stories Better Sold.

The best brands & businesses know their story, and tell it well.
And they know that bold stories drive business!

It's what I call Disruptive DNA™.

The Differentiation, Narrative & Activation that makes brands unforgettable. (More on that coming soon.)

This worksheet was designed to help you craft stories that:

- Grab Attention
- Spark Connection
- Drive Conversion

As you go through it, or use it as a reference, try to let go of those limiting beliefs and the “we can’t say that” reflex, and remember that the **biggest risk a brand can take is to blend in.**

Pro-tip: Have fun with it!

[Let me know how it goes!](#)

// Jeff

Storytelling That Stands Out (and Sells)!

Let's be real: Most stories are booooring, predictable & safe.
These days, being bland won't cut it.

Disruptive storytelling breaks patterns.

It doesn't play by the rules - it rewrites them. It's how brands like Duolingo, Liquid Death, and Mid-Day Squares shunned sounding 'professional & expected' and started sounding bold, real, and unforgettable.

How do they do it, consistently?

With 3Cs:

- Clarity
- Contrast
- Connection

These are your shortcuts to stories that grab attention, build connection, and get conversion.

CLARITY: What do you really stand for?

Real clarity makes your audience nod and say, 'I get it.' It's about first knowing who you really are, and what you really do (hint: It's usually not about the actual 'thing' you're selling).

Clarity cuts through noise, confusion, and corporate-speak.
It's not necessarily about being cute - it's about being clear.

- ❖ Duolingo sells The (Unhinged) Joy of Learning.
- ❖ Liquid Death sells Rebellion.
- ❖ Mid-Day Squares sells Realness & Community.

[Exercise] Ask yourself:

- If I stripped away all the fluff, what belief or truth is at the heart of our/my story?
- What would my audience say I really stand for - without reading my About page?
- Where am I using generic language that sounds like anyone else in my category?

Output:

- What are we really selling?

CONTRAST: What makes you different?

Disruption starts with contrast. If your story & visuals look and sound like everyone else's, they become invisible. What makes you unmissable is what makes you *not like them*.

Find the friction. Embrace the weird. Be unignorable.

In simple terms, strive to be different - from your competition, and your category.

- ❖ Duolingo goes to market with a cast of cartoon characters, an unhinged mascot, and fun, contextual and very present storytelling.
- ❖ Liquid Death is a death metal brand that sells the most non-death metal product there is - water.
- ❖ Mid-Day Squares brings you behind the scenes with founder-led storytelling full of wins, fun & fails.

[Exercise] Ask yourself:

- What's a tired narrative or industry cliché we can start deliberately rejecting?
- What would make someone say, "I've never heard it said that way before"?
- If a competitor told this story, would it feel fake or off-brand for them?

Output:

- How will we make sure to stand out?

CONNECTION: Why should they care?

Connection is what turns a clever message into a *memorable* one. People buy into what they feel. The strongest stories don't just sound smart - they hit home.

They allow people to see themselves (and their problems) in your stories. They can relate.

- ❖ Duolingo shows up where their fans live (and where they least expect them).
- ❖ Liquid Death embraces the hate they get, and goes all in on rebelling every chance they get.

- ❖ Mid-Day Squares makes you feel like part of a community that's building the little chocolate brand that could.

[Exercise] Ask yourself:

- What emotion or shared struggle sits underneath this story?
- Where does this story overlap with something they've felt, feared, or fought through?
- After hearing it, what do I want them to feel - and then do?

Output:

- How can we connect with our people?

BONUS: Story Snapshot

Bring it all together into a bold story you can test, tell, or post.

TITLE / HEADLINE

What's a bold or intriguing way to name this story?

ONE-LINER (CLARITY)

In one sentence, what's the core message or truth?

THE DISRUPTION (CONTRAST)

How does this story challenge the norm or flip a belief?

THE EMOTION (CONNECTION)

What's the feeling behind it - and why will people care?

THE STORY BEAT

Write a quick version of the story you'd tell (3–5 sentences). Think: setup → shift → result.

WHO is Jeff?

I'm a **storytelling strategist & communication coach**, helping brands, businesses, founders, leaders and executives build influence & presence through disruptive storytelling.

I've spent the last 20 years helping some of the most recognized brands in the world craft & tell stories that sell. And I want to help you do the same.

If this worksheet sparked ideas, imagine what we could do together.

HOW can we work together?

1:1 & Group Coaching

For founders, execs, bold marketing professionals & teams who want personal, high-impact storytelling coaching for personal brands and businesses that want to build influence.

Team Workshops

Energize your marketing, sales, or leadership team with custom, hands-on & interactive storytelling sessions.

Speaking

Energize & educate your team with my engaging 60-minute talk:
Disruptive DNA™: The Secret to Stories that Stand Out (and Sell)!

GET in touch!

- Connect with me on [LinkedIn](#) and mention “Disruptive”
- [Book](#) a free 20-minute discovery call
- [Listen](#) to my podcast, Disruptive Influence with Jeff Abracen

Found this Disruptive Storytelling Worksheet helpful? [I'd love to hear from you!](#)