



WORKSHEET

The Power of Stories in Business

This worksheet will give you a rough outline to work with while creating the hero's journey for your business.

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Worksheet

This worksheet will give you a rough outline to work with while you create the hero's journey for your own business.

Remember that you're not the hero of this story. You are the wise mentor. The hero of this story is your customer.

Here is a simple table to organize your thoughts.

The Elements of the Hero's Journey	Your Story
Ordinary World	
Call to Adventure	

Refuse the Calling	
Meet the Mentor	
Crossing the Threshold	
Tests, Allies, and Enemies	

Approaching the Ordeal - Self Revelation	
The Ordeal	
Reward, Seizing the Sword	
The Road Back	

Resurrection	
Return with the Elixir	