



Send Off Story Template[®]

1) Growth:

- Your greater awareness, knowledge, experience, wisdom, or progress
- You did something different than in the past
- Tip: This should be an uplifting, motivating, or inspiring story

2) Shift:

- Something happens that portrays your evolution or maturation
- Convey how things have changed for you
- Past to present: "In the past I would have _____, but now I _____."

3) Expansion:

- The story goes beyond you
- Old relationships are healed, and/or new relationships emerge
- You are guided by a mentor, friend, family member, or higher power
- You take inspired action and/or inspire others to take action

4) **Impact:**

- A life event happens that impacts you and others
 - The ripple effect
 - The bigger picture becomes clearer to you
 - Purpose is forming or is found
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5) **Contrast:**

- Tie back to your winter moment (refer to the “seasons of your story” format) and where things are now
 - "I went from _____ to _____."
 - "I never would have imagined that _____."
 - Content teaser: "In a moment, I'll share the keys to how I did it."
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6) **Outcome:**

- Close loop (refer to “set up story” formula)
- Resolve, closure
- Your flaw becomes your strength

-Final empowering message
