

Sticky Story Cheat Sheet

Personal Stories build trust and relatability.

- Have I experienced something that offers a positive or negative example of my message? How can I tell on myself and give others permission to do the same?
- How can I use my personal story as the vehicle, and invite my reader to join me in the passenger seat as we consider the message together?
- My personal story can serve as "packaging" to draw the reader's attention to something foundational and keep her from rushing past.
- If my story leads to a question about the message, consider adding on the front end. If it leads to a conclusion, consider adding at the end.

Analogies make complex ideas simple and concrete.

- Would an analogy help my reader engage with content that she finds confusing, overwhelming or boring?
- Kid stories make great analogies. Children have a simple perspective, which correlates with our simple natures before God.
- I can use the same story in various messages, but I must draw a one to one parallel with one key component of my message (often using imagery).
- It's great to lead with an analogy, then use the imagery to unpack complexities.
- I can refer back to one aspect of my analogy's imagery to communicate complex ideas with succinct brevity.
- My analogies should offer concrete responses to abstract ideas, such as the heart, trust, faith, understanding, fear, distrust, etc.

Scaled Back Stories eliminate distracting emotions and questions.

- Would a "scaled back" story safeguard against triggering my reader's fear, shame, or hurt, which might distract her from my message?
- When I scale back, I allow my reader to engage the beautiful truth without getting tangled up in difficult emotions (like defending me, or even judging me).
- I should use a scaled back story when an example (such as hopelessness and suicide) might overpower my message and become the message itself.
- One way to scale back and avoid distracting emotions is by removing myself and telling my story anonymously, from third person perspective.

Sticky Starters

CONCRETE
ALLITERATED
RYHMING
CONTRAST
COUNTERINTUITIVE
REPEATED WORD

Does your past remind you or define you? (Shannon Popkin)

What you want most isn't often what you want now.

It's easier to make a point than make a difference. (Andy Stanley)

You become like who you listen to. (Shannon Popkin)

You can be outdone and still hear, "Well done."

What we believe determines how we behave. (Andy Stanley)

You can get bitter or you can get better.

Be great, not greater; You can't do both. (Shannon Popkin)

You can enter a room saying, "Here I am!" or "There you are." (Jill Savage)

A remarkable life is built by taking a thousand unremarkable steps. (Jeff Manion)