

# From Failure to Framework

## Eben's 5-step formula for compelling signature stories

### Quick recap

The meeting focused on developing signature stories for presentations and webinars, led by Eben who shared his formula for crafting compelling narratives. He outlined a five-step structure: tried and failed, had a breakthrough, success, showed others, and turned it into a system, emphasizing the importance of making stories relatable and beneficial for the audience. Participants, including Sarah-Jane, Stuart, and Minka, practiced applying this framework to their own experiences, with Minka discovering a new direction for her coaching business and Quillan finding value in planning future projects. Eben stressed the need to practice storytelling, ensuring it captivates the audience rather than serving personal needs, and encouraged participants to share their unique experiences, even those they might consider bragging.

### Summary

#### Signature Story Formula Overview

Eben shared his formula for crafting a signature story, which involves five key elements: tried and failed, had a breakthrough, success, showed others, and turned it into a system. He emphasized the importance of making the breakthrough and success relatable to the audience, and of using the story to naturally transition into an offer. Eben also discussed the need to condense a lifetime of experiences into a short story, suggesting that about 1 minute of story per decade of life is appropriate. Stuart asked about the percentage of time to allocate to each element in a webinar or talk, but Eben did not provide a specific answer.

#### Storytelling Framework for Coaching

Eben shared a structured approach to storytelling that can be used in presentations, teaching, or coaching. He outlined a five-step framework: tried and failed, breakthrough, success, showed others, and system creation. Sarah-Jane applied this to her animal communication coaching, identifying a failure story about resolving a cat urination problem. The group discussed how to incorporate these elements into a one-hour virtual workshop. Eben emphasized the importance of telling stories for the benefit of the listener rather than personal attention-seeking. Participants practiced outlining their own stories and received feedback from peers.