

Shaklee Stories The Three Act Play

It takes less than three minutes to tell a great story that connects with your audience.

ACT I The Before

60 seconds

Choose one issue you had in your life before, and discuss three problems that issue caused (see examples).

ACT II The Pivot

30 seconds

This is where things change. Share what you did and what happened as a result. Keep it simple, and don't get too detailed.

ACT III The After

60 seconds

Talk about how your previous issue is gone. Be sure to address how the three problems in Act I are solved (see examples).

Pro Tips!

① Before/After

Focus on the same aspect of your situation in both Act I and Act III. For example, if you were tired in Act I, you should focus on your new energy level in Act III.

② Inspire to Aspire

Your audience should be able to relate their current situation to yours in Act I, and they should hope to have an outcome like yours in Act III. This makes people want to try the same products and make the same lifestyle choices you did.

③ Keep It Simple

Don't get too detailed in Act II. This is the turning point in your story, and you should highlight one easy thing you did that changed your situation.

④ Everyday Life

We live our lives a day at a time. The best stories are about ordinary, day-to-day activities and common desires that everyone can relate to.

Examples

ACT I The Before

60 seconds

Two years ago, I was so tired.

1. I didn't have energy to get through the day.
2. I was too exhausted to be the parent I wanted to be.
3. I had nothing left at the end of the day to do things I actually enjoy.

ACT II The Pivot

30 seconds

Then I changed my morning routine.

It wasn't anything crazy; I just swapped my breakfast out.

ACT III The After

60 seconds

Now, I wake up refreshed in the morning, and...

1. I never feel like I need a nap.
2. I'm energetic enough to play with my kids.
3. I have it in me to find time for myself.

ACT I The Before

60 seconds

College isn't cheap, and...

1. we didn't have any money set aside for tuition.
2. we were afraid of burdening our child with student loans.
3. we were just stressed about money in general!

ACT II The Pivot

30 seconds

Then one of my friends invited me to come to this online event. I was scared it would be pushy and annoying, but it was fun! And it's made a huge difference in my world.

ACT III The After

60 seconds

I'm happy to share that we've been able to...

1. finally set aside money to start saving for our kid to go to college.
2. feel good about our child's future.
3. with some additional income, stop fighting about money for the first time in our marriage.