



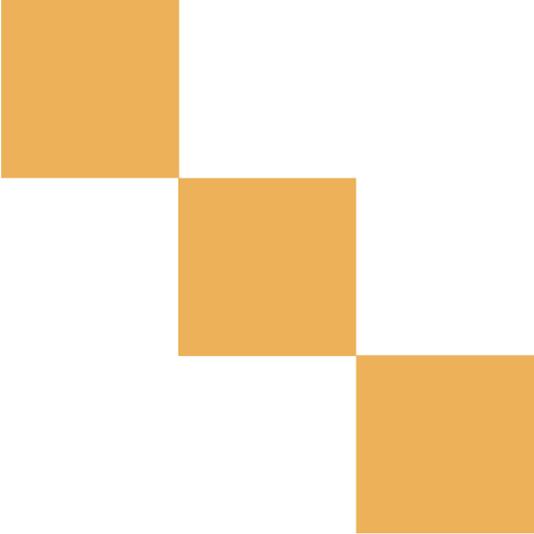
# THE STORY STARTER KIT

How to turn everyday moments into  
meaningful social media content





# WHAT YOU'LL FIND INSIDE



- Introduction: **What is Storytelling** and why it matters.
  - **Who the Story Starter Kit is for.**
  - A simple framework to **find your most relatable business stories.**
  - **10 storytelling prompts.**
  - A mini reflection sheet to **uncover the message** behind each story.
  - Tips on how to **repurpose your stories** into multiple posts.
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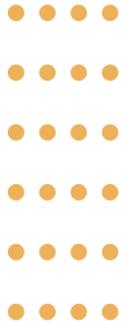
# WHAT IS STORYTELLING ON SOCIAL MEDIA?

Storytelling on social media means sharing your message in a way that feels **human, relatable, and memorable.**



- Instead of simply stating facts or posting updates, **storytelling brings your content to life** by adding **context, emotion, and meaning.** It helps your audience see the person behind the business.  
It's the difference between saying "*I launched a new service,*" and sharing *why* you created it, *who* it's for, and the moment you realised it needed to exist.
- When you tell a story, you invite your audience into your world - and that's what builds genuine **connection.**
- The best stories are often hidden in your everyday moments,** such as a conversation with a client, a moment of doubt, or a small lesson that stuck. **This kit will help you find those moments,** shape them into meaningful stories, and allow you to start showing up on social media with more **confidence** and **clarity.**

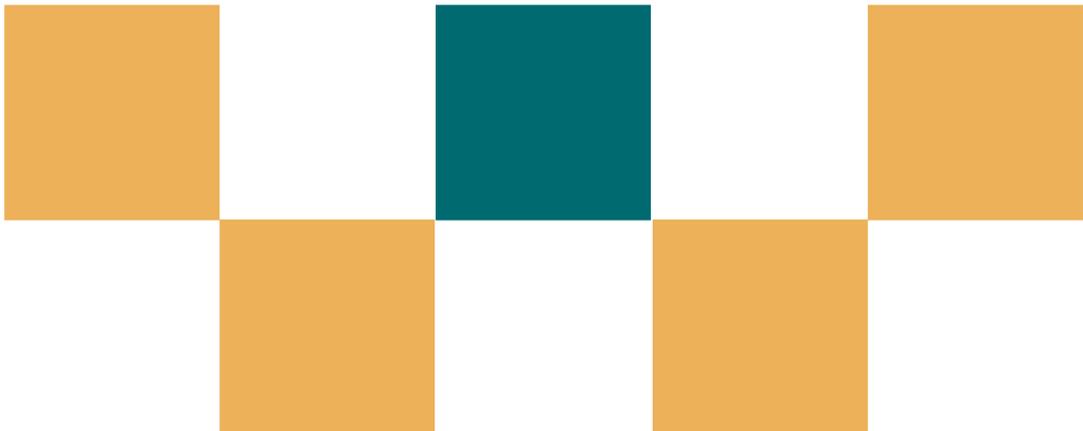




# WHO IS THE STORY STARTER KIT FOR?

This guide is for **business owners, founders, creatives,** and **service providers** who want to show up online with more confidence, clarity, and personality — without feeling salesy, forced, or like they’re oversharing.

It’s designed for people who know they need to be visible, but often find themselves stuck on what to say, how to say it, or how to make their content drive meaningful actions, instead of just “creating another post.”



Whether you’re just getting started or are already posting consistently but want your content to feel more purposeful and powerful, this guide will help you start to uncover the stories within your business and turn them into content that **resonates, builds trust, and drives action.**

# FINDING YOUR BEST STORIES

YOUR BEST STORIES OFTEN LIVE IN THREE PLACES:



## Your Everyday Moments

Stories don't have to be dramatic. They can be based on your simple, everyday moments.

» **Example:** A conversation on your morning coffee run, a challenge you faced at work, or a thought that changed your perspective this week.



## Your Clients, Customers or Work

Think about the moments that made you proud, taught you something, or made you laugh.

» **Example:** A small behind-the-scenes story from a recent client project or customer experience.



## Your Values

What you believe in.

Why you do what you do.

What matters to you in the way you do business.

These are the heart of your storytelling – the “*why*” behind what you share.

» **Example:** A story about why you value slow, thoughtful work over hustle culture.

**TIP:** If it made you think, feel, or smile, it's probably a story worth telling.

# 10 STORYTELLING PROMPTS

1. A moment that made you realise why you do what you do.

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2. A piece of advice you'd give your younger business self.

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3. A challenge you've overcome recently (and what it taught you).

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4. A behind-the-scenes glimpse of how you work with clients or customers.

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5. A myth or misconception in your industry you want to debunk.

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6. A client or customer success story or transformation (focus on the lesson, not the sales).

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7. A mistake you made that turned into a valuable insight.

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8. A moment of doubt - and what helped you move through it.

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9. A favourite part of your process or daily routine that feels uniquely you.

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10. A story that shows your values in action.

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TIP: Don't overthink the "perfect" story — just jot down what comes to mind. Sometimes the smallest details make the most relatable posts.

# UNCOVER THE MESSAGE BEHIND EACH STORY



What's really happening here  
— what's the **MOMENT**?

Why does it matter — what's  
the **LESSON** or **TAKEAWAY**?

What do you want your audience  
to **FEEL** or **DO** after reading it?

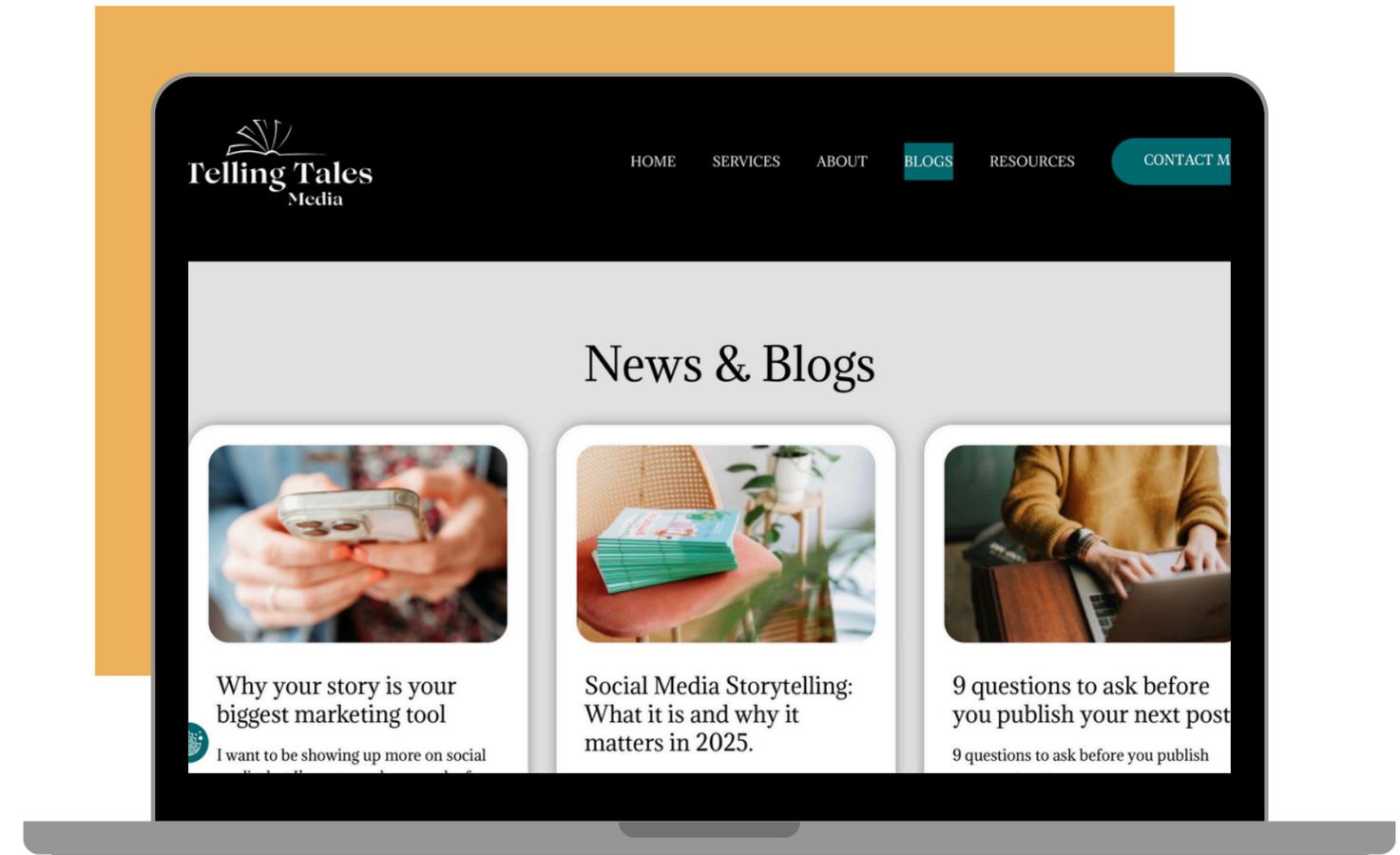
That's how to shape your story:  
The **MOMENT** » The **MEANING**  
» The **MESSAGE**.



# REPURPOSING YOUR CONTENT

One good story can turn into multiple pieces of content:

- ✓ Turn your story into a **carousel** (each slide = a step in your story).
- ✓ Record a short **reel** talking about what you learned.
- ✓ Use a **quote or takeaway** as a standalone post later.
- ✓ Turn your story in to a **blog post** for your website, and / or an article for your **newsletter**.



You don't need endless ideas  
– you just need one story told well.



# FURTHER SUPPORT

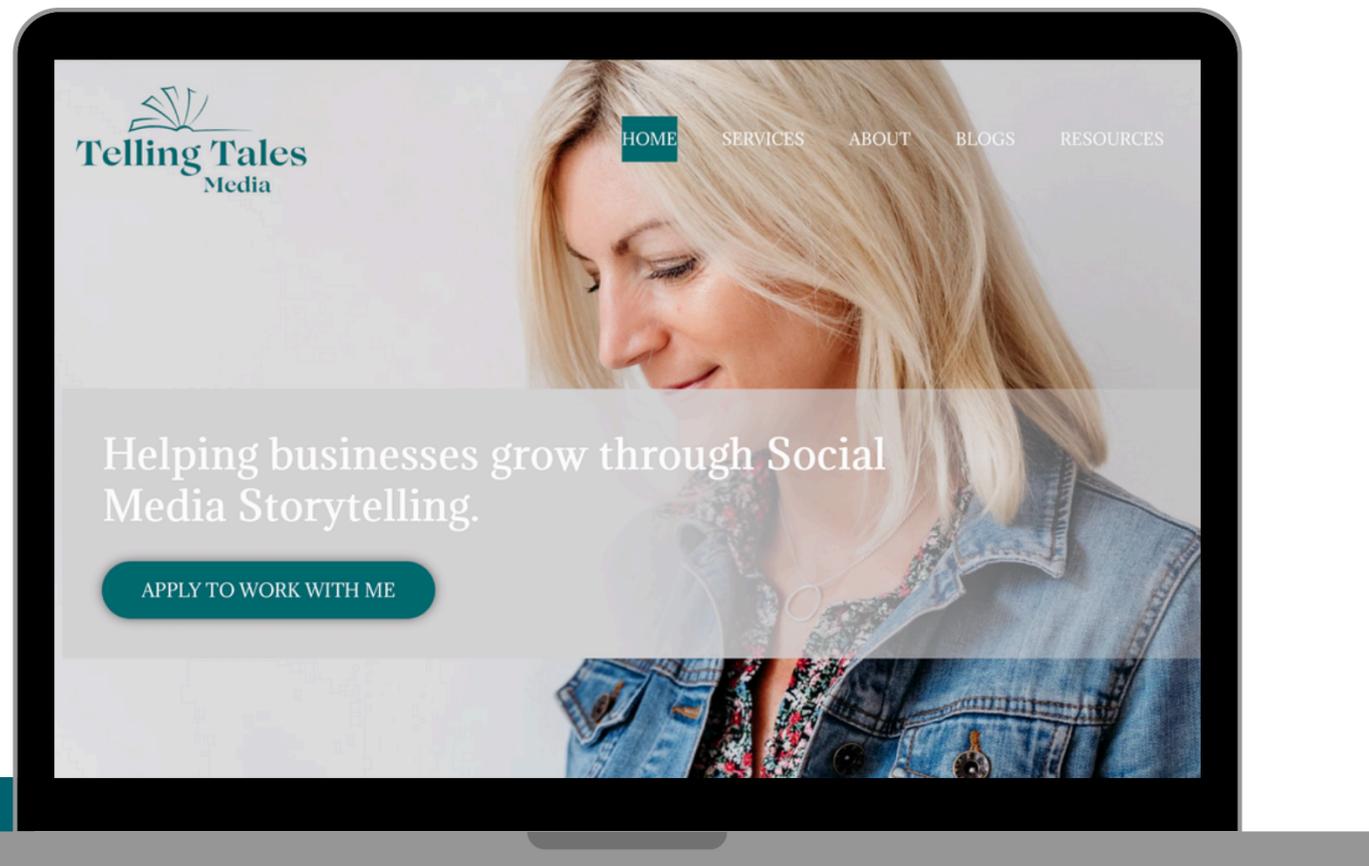
You've got stories worth sharing.  
This kit is just the beginning.

If you found this helpful, and you'd like support turning these ideas into a consistent, strategic social media presence - **that's exactly what I help small business owners do.**

I offer monthly social media support designed to help you tell your story online, build trust, and grow your visibility - as well as one-off services such as Social Media Strategies, Audits and Power Hours.

**Find out more about how I can support you [here](#).**

PS: Keep an eye on your inbox — I'll be sharing more storytelling tips, prompts, and practical ways to connect with your audience through my weekly email.



# GET IN TOUCH



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