

# Story Makeover

Mary R Snyder

STORIES INSPIRE  
STORIES CONNECT  
**STORIES CHANGE**  
**THE WORLD**  
STORIES MOVE  
STORIES CHALLENGE



**MARY R.**  
*Snyder*

A hand holding a vintage microphone in front of a city skyline. The microphone is silver and has a hand holding it from the bottom. The background is a light gray illustration of a city skyline with various skyscrapers, including one with a pointed top. The text "StorySpire Crafting Tools" is overlaid on the image.

**StorySpire**  
**Crafting Tools**

**TURNING  
IDEAS INTO  
IMPACT**

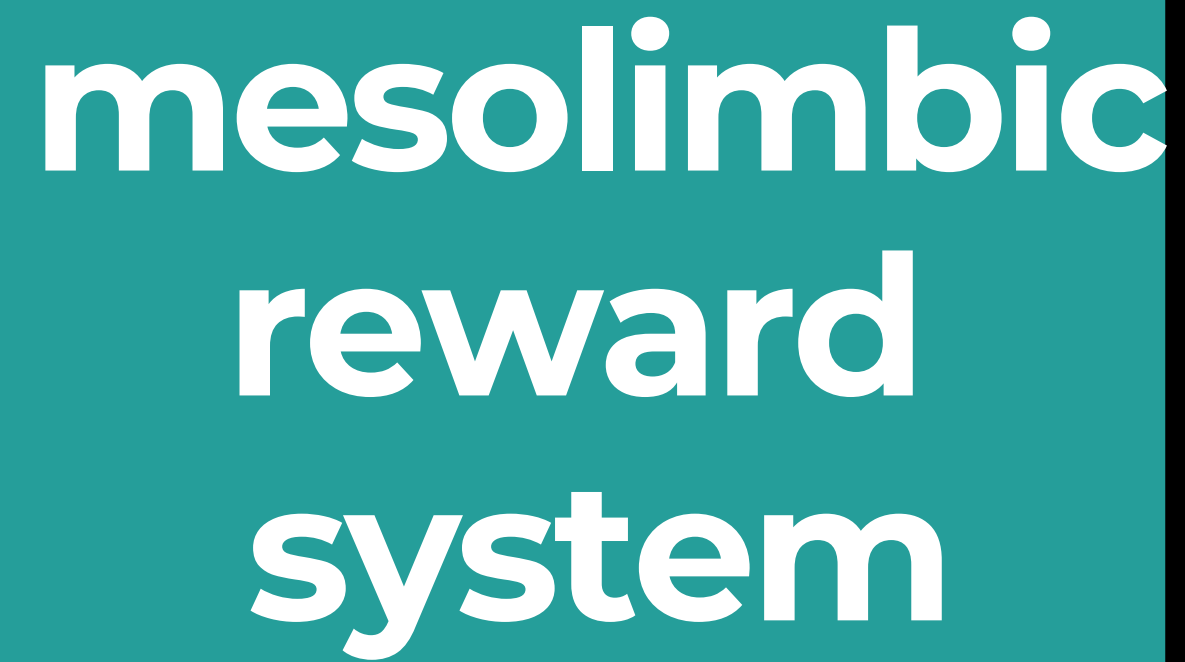


**Who's listening?**

**Connect to the  
Story RECEIVER**



**Why Giving  
Feels Good**



**mesolimbic  
reward  
system**

# Story Tool Box





# “Feel. Know. Do”



What do you  
want them to  
feel?



What do you  
want them to  
know?



What do you  
want them to  
do?



**What?**  
**So What?**  
**Now What?**

**What Happened?**  
**Why does it matter?**  
**What ´s next?**





~~“And then~~  
**Therefore!”**

# Story BUILDER

Right Story

Right People

Right Time



**“Let's Bring it to Life:  
Live Story Coaching”.**



**“Want more  
Storytelling power?  
Download  
“Storytelling for  
impact Quick  
Guide”.**

**Ready to craft stories that inspire  
action and drive impact?  
Grab your guide now!.**







**Stories Inspire  
Hearts**

**Stories Spark a  
Movement**

**STORIES  
CHANGE THE  
WORLD**





MARY R.  
*Snyder*

STORY  
SPIRE™