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Week 9: AI-Enhanced Storytelling

Speaker: Precious Azuree

Title: Strategic Advisor, Keynote Speaker, and Clarity Coach

AI-Enhanced Storytelling Coaching Handout

Clarity frameworks for leaders, sellers, and communicators

1. Why Story + AI Matters

Communication is faster than ever, but not always clearer. Story frameworks cut through noise. AI strengthens those frameworks by supporting clarity, confidence, and impact.

2. The StoryBrand Framework (7-Part Model)

1. Character – Who the message is for and what they want
2. Problem – External issue, internal frustration, deeper meaning
3. Guide – Empathy + credibility
4. Plan – A simple 3-step path forward
5. Call to Action – Direct CTA + softer next step
6. Success – The transformation they experience
7. Failure – What's at stake if they do not act

3. Internal Communication Framework

Use clarity to reduce resistance and create alignment.

- Acknowledge what people are experiencing
- Explain why it matters now
- Offer a simple 3-step plan
- Connect action to improved ease, trust, and consistency

4. External Customer Messaging Framework

Communicate value in a human-centered way.

- Speak to the customer's stress or friction
- Show why the moment matters
- Offer a simple, guided path to clarity
- Paint a picture of life after working with you

5. AI Master Prompts for Clarity

Internal Prompt:

Using the StoryBrand framework, create a complete BrandScript:

- Audience, Initiative, Problem, Why now, Desired transformation

Outputs: One-liner, 30-second pitch, email paragraph, 3-step plan.

External Prompt:

Using the StoryBrand framework, create a BrandScript:

- Audience, Offer, Problem, Why now, Desired transformation

Outputs: One-liner, 5 headlines, landing page copy, email campaign.

6. Clarity Data for Coaching

- Workers spend 20–30% of their week fixing miscommunication.
- Over 70% of employees don't understand their company strategy.
- 57% say unclear communication delays decisions.

7. Quick Coaching Tools

Clarity Check Questions:

- What is the one message that matters most?
- Where might confusion show up?
- What are the three steps that move people forward?

Story Before Data:

Lead with narrative, follow with proof.

The Human Test:

Rewrite messages with empathy, simplicity, and outcomes.

8. Coaching Conversation Prompts

- What story is your audience living right now?
- What do they want most?
- How can AI help you sharpen the message?
- What does success look like when communication is clear?