

Micro Storytelling Prompts

21 prompts to tell stories that sell, connect, and build your brand

Facts tell.

Stories sell. But most entrepreneurs don't know where to start.

These 21 prompts unlock the stories already inside you — organised into **7 powerful categories** that cover every dimension of your brand narrative.

HOW TO USE



How to Use These Prompts

Pick ONE prompt per week

Don't overwhelm yourself trying to do all 21 at once. Slow and steady builds the habit.

Write in your natural voice

Short, honest, and specific beats long, polished, and vague — every single time.

Use the Starter line

Overcome the blank-page block. Write the first sentence, then keep going.

Adapt for any platform

Instagram caption, WhatsApp story, LinkedIn post, email newsletter, or Reel script.

Pair with your Week 20 Positioning Statement

So every story reinforces who you help and why — building a coherent brand over time.

CATEGORY 01

Origin Story — Why Did You Start?

People don't buy *what* you do. They buy *why* you do it. Your origin story is your most powerful differentiator — it is the one thing no competitor can copy.

Prompt 01 · The moment that changed everything

Starter: "There was a day when I realised I could no longer ignore..."

Prompt 02 · The problem you lived before you solved it

Starter: "Before I built this, I was the person struggling with..."

Prompt 03 · What you wished had existed when you started

Starter: "I kept searching for something that would help me... and it didn't exist, so I created it."

CATEGORY 02

Struggle & Turning Point — The Human Moment

Vulnerability builds trust faster than any credential. Sharing a real moment of struggle — and how you moved through it — makes your audience feel seen and safe.

Prompt 04 · A moment you almost gave up — and why you didn't

Starter: "I won't lie — there was a week when I nearly walked away..."

Prompt 05 · The biggest mistake you made in your business

Starter: "I used to believe that... and it cost me..."

Prompt 06 · Something that felt like failure but taught you everything

Starter: "What looked like my worst moment turned out to be..."

CATEGORY 03



Lessons & Insights — The Gold You Earned

Your hard-won lessons are worth more than any course. Sharing what you know — earned through experience — positions you as a trusted expert, not just a service provider.

Prompt 07 · The one thing you know now that you wish you knew at the start

Starter: "If I could go back and tell myself one thing on day one, it would be..."

Prompt 08 · A business belief you used to hold that you have since abandoned

Starter: "I used to think that success meant... I now know it means..."

Prompt 09 · An uncomfortable truth about your industry most people avoid saying

Starter: "Nobody talks about this, but here is the reality of [your field]..."

CATEGORY 04



Client Wins — Proof That Works

Social proof is not bragging — it is service. When you share a client transformation, you are showing your next client what is possible for them.

Prompt 10 · A before-and-after transformation story

Starter: "When [client type] came to me, they were struggling with... Six weeks later..."

Prompt 11 · A result that surprised even you

Starter: "I honestly didn't expect it to work this fast, but..."

Prompt 12 · The moment a client said something that stuck with you

Starter: "She told me something after our session that I still think about..."

CATEGORY 05



Behind the Brand — Day in the Life

People buy from people. Showing what your real day looks like — the messy, the mundane, the magical — builds a sense of closeness and authenticity that polished content cannot.

Prompt 13 · What your morning routine actually looks like as a founder

Starter: "Most people assume entrepreneurs start every day with a 5am routine. Here is my truth..."

Prompt 14 · A tool, habit, or ritual that keeps you going

Starter: "The one thing I do every single week that keeps me grounded is..."

Prompt 15 · What a typical client session or service delivery looks like from your side

Starter: "Behind the scenes of a [workshop / session / delivery day]..."

Opinion & Voice — Say What Others Won't

Having a clear point of view is not risky — **being forgettable** is. When you take a stand on something you genuinely believe, you attract the right people and repel the wrong ones.

Prompt 16 · A popular piece of business advice you disagree with

Starter: "Everyone tells entrepreneurs to hustle harder. Here is why I think that is wrong..."

Prompt 17 · What you believe great branding is really about

Starter: "Branding is not about logos and colours. It is about..."

Prompt 18 · Your take on what holds most entrepreneurs back

Starter: "After working with hundreds of founders, I can tell you the #1 block is not strategy — it is..."

Vision & Invitation — Where You Are Going

The most magnetic founders share not just what they do today but where they are heading. Your vision invites people into a future they want to be part of.

Prompt 19 · The change you are trying to create in the world

Starter: "I started this business because I believe that every [woman / founder / leader] deserves..."

Prompt 20 · What success looks like for you 3 years from now

Starter: "In three years, I picture a world where my clients..."

Prompt 21 · An open invitation to the person you most want to serve

Starter: "If you are reading this and you are [describe your ideal client], I want you to know..."

The Micro Story Formula

Every great micro story has the same simple structure. Use it as your writing guide — for every prompt, on every platform.

1

Hook

Open with something that stops the scroll — a question, a bold claim, or a surprising truth.

2

Context

Set the scene in 1–2 sentences. Where were you? What was happening?

3

Conflict

Name the tension — the problem, the fear, the mistake, the doubt.

4

Shift

What changed? What did you learn, decide, or discover?

5

Lesson / CTA

End with your takeaway or a clear invitation for your reader to reflect or act.

Example Micro Story

01

Hook

"There was a moment when I realised no one was going to save my business — only I could."

02

Context

It was two years into running RadicalEdge. The pandemic had cancelled every in-person programme.

03

Conflict

I had no digital presence, no online products, and a team counting on me.

04

Shift

I sat down and wrote out exactly who I help and why my work matters. That clarity changed everything.

05

Lesson

Your story is not a distraction from your business. **It IS your business.**

Founder Insight — Why Storytelling Wins

- Stories are remembered 22x more than facts alone
- A 60-word personal post often outperforms a polished promotional graphic
- Your story attracts your ideal client and naturally repels the wrong fit
- Consistency in storytelling builds brand equity over time — one prompt at a time
- You don't need a perfect story. You need an honest one.

Part of the RadicalEdge 52-Week Entrepreneur Journey · Week
21 of 52

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