

# SURFACE TO SOUL

Live Well | Lead Well | Coach Well

## Storytelling Formula for Your Church

Follow these steps to create powerful stories at and beyond your church

STEP 1:  
A **LEAD** WITH A PROBLEM

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STEP 2:  
A **MENTOR** WITH A BLUEPRINT

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STEP 3:  
A **RESULT** FROM A DECISION

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### The 3 Ranks of Conflict

#### RANK #1: COMMUNAL

Examples: How good is the worship music? Do I like the pastor's message? Is there good programming for my kids?

#### RANK #2: PERSONAL

Examples: I'm not good enough. I'm all alone and no one understands me. I'm wasting my life and will never accomplish anything.

#### RANK #3: UNIVERSAL

Examples: The cosmic struggle between good and evil. Christ vs. Satan. God vs. the resistance.



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