

HOW TO TELL QUICK SUCCESS STORIES WITH STAR →



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WHY STAR?

Most “success stories” sound like:

- A never-ending monologue
- Buzzwords glued together
- Results buried under adjectives

STAR makes your story repeatable.

Short enough to share in an elevator.



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S → SITUATION

Don't start with childhood trauma.

One line is enough.

👉 “Pipeline flat for 3 months.”



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T → TASK

What was the challenge?

Keep it sharp, not dramatic.

👉 “Asked to find new revenue streams.”



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A → ACTION

This is the fun part.

Say what you actually did, not what your LinkedIn headline says.

👉 “Rebuilt campaigns and synced plays with sales outreach.”



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R → RESULT

If your story ends without numbers, it's not a story.

👉 “Pipeline grew 42% in 3 months.”



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BEFORE/AFTER

Before:

“We leveraged multi-channel synergies to drive efficiency...”

After:

“Cut ad spend 20%. Doubled pipeline in 60 days.”



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THE STAR RULE

If your audience can't repeat it, you didn't tell it right.

Tell it short.

Tell it sharp.

Tell it STAR.



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