Tell a Powerful Story

Use Stories to Promote a Brand

What do you want your audience to learn?
- “Begin with the end in mind”
- Clearly articulate what we want people to learn from the story

What do you want people to do? How do you want them to feel?
- Know how you your audience to respond and what actions you would like them to take
- Tap into the audience’s emotions
  - Inspire
  - Challenge
  - Encourage
  - Trust
- Be sure the emotion is appropriate for achieving your objectives

Is story the right fit for your goal?
- One size does not fit all
- Some stories will deliver strategic messages; others will be more compelling to raise awareness
- Some stories will pull at the heartstrings and be powerful motivators
- Know your stakeholders and tell the story that fits your goal

Would you like to hear the story?
- Do a self-test: Do you find the story you’re telling interesting?

Story Types
- Who am I
- Why am I here
- Teaching
- Share a Vision
- Show values-in-action

Storytelling Key Elements
These are the key elements to help you to be memorable, to touch people.
- Get to the point.
- Engage.
- Show. Don’t tell.
- Introduce a hero.
- Make me care.

Create a Narrative by Considering...
- What your audience already knows about the story
- What your audience needs to know
- How you can make it interesting
- The questions your audience will have
- The action you want your audience to take
- How you can connect your audience to what you’re saying

Trust in Yourself and Your Story