

A woman with her hair in a bun is speaking into a large megaphone. The image is overlaid with a semi-transparent teal filter. In the top right corner, there is a solid red rectangular block.

Making It Memorable:

**How storytelling can grab attention and never
let it go!**

Making it memorable

THE WHY:
WHY STORYTELLING MATTERS

Making it memorable

Providing FACTS **Informs**. Providing Facts Through a STORY **Inspires**.

Making it memorable

“If you want people to **do something**,
you got to make them **feel something**
first.”

- Me

making it memorable

THE HOW:

**How to Find and Tell our Best
Story**

FINDING...

WHO IS MY **AUDIENCE** AND WHY DO THEY **CARE**?

FINDING...

R - RELATABLE

+

I - IMPACTFUL

+

T - TIMELY

=

E - EFFECTIVE STORIES



Making it memorable

THE HOW:
HOW TO TELL A GOOD STORY

Telling...

- ▶ FMC's
- ▶ Focus
- ▶ Moments
- ▶ Characters



MAKING IT MEMORABLE

▶ Story Structure

▶ Many speeches, videos, articles take this approach



THANK YOU!



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