

# emotions: Learn the MAGIC BULLET

## for powerful storytelling!

AS AN ENTREPRENEUR OR SPEAKER,

you have to sell to people. On your services, your mission or your big idea. And you know that, if they're going to say yes – they MUST know, like and trust you.

So, how do you make that happen in an instant?

By telling stories, that include EMOTION.

**Emotions are the magic bullet when it comes to powerful storytelling.**

The three reasons you should care:

**1** Including emotions in your stories makes your listeners feel like you're already their friend

While we might not have had your same experience ourselves, we *have* had the same emotions. Describe those? And we'll be right there with you.

That's powerful empathy – and it gives us the sense that we *already* know you.

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**2** Including emotions in your stories builds tension

This is important for two reasons:

**a.** It keeps us listening

It does this by creating an information gap – just like those internet headlines (“You’ll never believe #6!”), and the show that makes you always stay up reaaally late to watch *one more episode*.

**b.** It changes our brain

When your story has tension, our brain releases dopamine – which makes us happy, and Oxytocin – which leads to bonding, connection and TRUST!

If you want people to get on board with what you're talking about – or selling – they **HAVE** to trust you.

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**3** Including emotions in your stories makes you memorable

“People will forget what you said, people will forget what you did, but people will never forget how you made them **FEEL**”

– Maya Angelou

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# How to Include Emotions in Storytelling:



## 3 YES YES MARSHA'S POWERFUL MECHANISMS

### 1 INTERNAL MONOLOGUE

The words you're saying to yourself. Sometimes this is important for driving the story along – “Oh no, I think I have to break up with Morris, he just talks about his feelings all the time and I can't take it anymore!”

It also tends to be our go-to, so see if you can try one of the others as well.

### NAME THE EMOTION.

I was happy/sad/angry/excited.

While some of us (\*COUGH\* All British People \*COUGH\*) have been brought up not to be very good at this, you can learn it, with practise.

Ask yourself now – how do you feel?

Probably not much of anything, but maybe a *little* bit anxious, or a *tiny* bit happy.

[Struggling to think of ANY emotions? Here's a handy list!](#)

### 3 PHYSICAL SENSATION

Every emotion has a physical counterpart in our bodies. The MOST POWERFUL way to describe your emotions in a story is to tell us physically *where* in your body you feel the emotion, and *what* is its quality.

Because of our mirror neurons (“*mirror neu-rons*”), when you describe it, we feel it.

To help you out, I've made you a short meditation exercise.

[You can listen to it on the page with the video, HERE.](#)

### So there you are!

Including emotions – the magic bullet for how to make people stay listening to your stories, and the Three Powerful Mechanisms for how to express them.

# I'd love to know what you thought of these — and how you'll use them!



Drop me a line with that — or anything else! — to [marsha@yesyesmarsha.com](mailto:marsha@yesyesmarsha.com)

Thanks so much for joining the Yes Yes Family! I'm so excited to start sending you more ideas and storytelling tips — and secret stories that I won't put on the internet!

You rule,

xx (Yes Yes) Marsha

PS Got a friend whom\* you think would enjoy this?

Send them [HERE](#), click [HERE](#) to tweet about it, or [HERE](#) to share it on Facebook!

*\*I'm such a Ross from Friends about "whom". I can't help myself.*



I'm Marsha, founder of Yes Yes Marsha, Storytelling Coach and Memory Scavenger.

I work with coaches, entrepreneurs and speakers who are brilliant at what they do (basically: you) — BUT — know you could be doing a better job of emotionally connecting with your potential clients, listeners and readers.

I show you how to tell your personal stories in a way that makes your dream people fall INSTANTLY in business love with you — and want more of you. It makes your people understand that you get them.

Which makes sales? A breeze.

For more on how storytelling can turbo-charge your business (and your client list!), have a look at [YesYesMarsha.com](http://YesYesMarsha.com).