Craft Your Compelling Story

Yes Yes Marsha

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I've learned that

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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When you tell a story, you're making a movie inside your listener's brain

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To do this, always focus on:

What did it look like?
How did you feel?

VISUAL IMAGES
and
EMOTIONS

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Tell things in the chronological order they happened to you.

Don't make your listener have to fast-forward and rewind the story!

Don't throw in spoilers. Build the tension.

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Don't have too many extraneous characters – they'll just be out of work actors standing around on the sides of your listener's head

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Introducing characters:

Show Don't Tell.

Introduce them with a short story (1-2 lines) that illustrates their character.

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Introducing emotions:

Show Don't Tell.

Imagine how that would feel, then describe what's happening in your body.

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Tell YOUR story, not anyone else's.

Only tell what you knew at the point when you knew it.

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Beginnings:
Start in ACTION. Not with voice-over.

Endings:
End a little after the climax. Don't trail off.

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<u>Editing your story down:</u>

Always think:
What can I cut out and still get across what I need to?
What are the most important parts of this story, and what can get left out.

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How to find stories?

- What's bursting out of you?
- What's your WHY story?
- Which stories do you tell people?
- Stories about a relationship
- Stories about a transition

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Remember:

When you're telling a story, you're making a MOVIE inside someone's brain.

So always ask yourself:

What did it look like?

How did you feel?

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