



# Five Foundational Rules of Compelling Storytelling

By Marsha from [YesYesMarsha.com](http://YesYesMarsha.com)

1. **Remember:** when you're telling a story, you're making a movie inside your listeners' or readers' brains.
2. **As in movies, our stories have three types of "scene":**
  - (i) Voice-over (disembodied voice from the future giving context or opinion)
  - (ii) Montage (real-time scenes cut together with music to show passage of time or something changing)
  - (iii) Action (everything happens in real time, all from the perspective of one of the characters)
3. **As in movies, your stories should be MOSTLY made up of action scenes.** If the story spans a length of time, you can use montage or voice-over to stitch the action scenes together (just like movies do!)
4. **To write an action scene you need to answer these questions:**
  - (a) What did it look like? (also includes any other pertinent sensory information)
  - (b) How did you feel? (what was your emotion in the moment)
5. **The MOST important question to answer when telling a compelling story is: HOW DID YOU FEEL?** Including emotions in your story is what draws your audience in, helps you be authentic, builds trust and makes connections.

## Have a presentation coming up?

[Use Yes Yes Marsha's reference guide and checklist for telling compelling stories](#)

Marsha Shandur (of Yes Yes Marsha) believes that getting communication right is the key to happy, engaged and productive teams. A Storytelling, Keynote and Communication Coach and Trainer, Marsha has worked with hundreds of individuals and groups of executives, entrepreneurs and professionals across Canada, the US and the UK. She's presented keynotes at World Domination Summit in Portland and Women's Executive Network events across Canada, and worked with clients like Royal Bank of Canada, United Way, TJX and HelloFresh. Her work has been featured in Forbes, BBC and Mashable.



To find out more about the work Marsha does, have a look [HERE](#), or book a no obligation, free call with her by clicking [HERE](#)