

3 Actions To Tell Your Story

1. To Place Bring us into the world of the story.

You place us there when you:

- Describe the Place; Introduce the People; Survey the Times.

- Invoke senses.

“Rule of 5”: Sights, Sounds, Smells, Flavors, Textures.

- Involve emotions.

“Affective Hook”: Images that evoke feelings.

2. To Reveal Surprise us.

You make a story surprising by:

- Huh? Ah! The syntax of surprise.

Create a question and answer it.

- “Birthday Present” effect.

How will you “unwrap” events?

- “Birthday Cake” effect.

What is your Big Moment?

- Breaking Expectations.

How will you surprise us with the unexpected?

3. To Relate Give us feelings and ideas that relate to our lives.

- Explicate.

What is the lesson or rule resulting from the story?

- Imply.

What is a lasting image to ponder?

- Compel.

What is a new perspective on our lives?

- Impel.

What is a relevant question or problem to pursue?