



Tell
your story...

...engage your audience.

Tell your story well, grow your business – help your clients do the same!

Why is telling your story well crucial to growing your business? – ‘Seeing is believing!’

Stories shape our identity and how we see those around us.

Stories have the power to change perceptions and mindsets. They can paint a world we’d not thought of before. They can transport us, call us, inspire us, even scare us. A well-told story can make us feel that we’ve shared experiences with someone we’ve never met.

Telling your story well doesn’t just involve presenting people with facts and figures; it must speak to people’s hearts and minds. It must cause them to engage with you on an emotional level. Good storytelling (content and structure) has been shown to be a key technique in powerful business communication and all the world’s major brands (such as Nike, Virgin and Google to name just a few) are strong advocates of it.

Storytelling is essentially creating an engaging narrative that causes the audience to realise the impact on them of that story. An organisation will have many different stories which can be used variously in its storytelling kit. Producing a story with impact or responding to difficult and challenging situations, is all about planning the ingredients of your story. If you do it well, it should engage the heart before the head has had a chance to catch up.

Why do we all need to tell our stories well?

Everyone in an organization needs a good story – to inspire a customer, an investor, to lead a corporate event or, more importantly, to change the perceptions of what people think you can do for them. Then you make a powerful impact and win business.



It's not enough to arouse sympathetic emotions. You need to motivate people to act on those emotions, to vote with their feet and take on their responsibilities – not dump them back on you.

The value of pictures

Because humans are visual creatures, images and photos communicate more effectively than text alone. Visuals help us understand and retain information better and are more persuasive than words alone.

Research tells us that facts are viewed as more truthful when accompanied by pictures – even if the images are topically unrelated to the text. Therefore, comparisons work just as well as real pictures. Using an “Imagine” or a relevant comparison can make your point.

A combination of the right language and the right pictures will create an experience for your audience, and they will place themselves within that experience and see the value to them of what you are describing.

People want to be inspired. They will then tell others what they have learnt.



Summary – stories turn around perceptions and help people take responsibility

- A good story has a passionate storyteller (you!), clear goals, the ability to transform the people you speak to.
- Powerful stories always have character, desire, and conflict.
- Every story needs EMOTION!
- Compelling pictures instantly draw readers into your story.
- Use 'Imagines', quotes, sights, sounds and events to make your story more tangible and give your audience something to grab onto.
- Just as you focus on one story, focus your attention on one person.
- The small story always tells the big one. People don't cover a war; they portray the children trapped in it. The media do not report on products or what they do (in fact they're not allowed to), but demonstrate their impact on people's lives.
- Then people say "I see what you mean!"

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