

5 Tips to Storytelling

If it's not real, relevant and simple... it won't be remembered.



What do you stand for?

Know what matters to you and your business. Does what you're saying align with it?

1

What's Real?

What actually happens? What people experience? Who is involved?

2

Who Cares?

Why does it matter? Why now? Why should anyone care? What's the benefit?

3

Why You?

What's different about you? Why you over someone else?

4

How Does It Sound?

Simple. Human. Conversational. Confident.
Say it, or write it, exactly how you'd explain it to a real person.

5



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