



High-Impact Storytelling



Know the audience

How do I live?

What are my beliefs?

How do I talk to each other?



3-3-3



Define “3-year story”

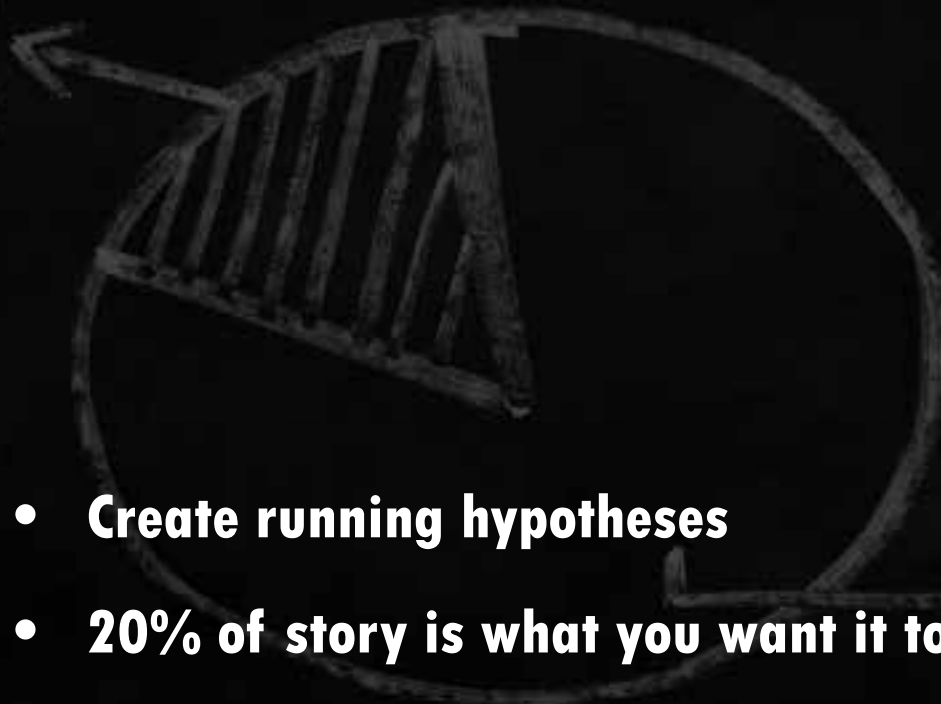
Define 3 “one-year stories” to support 3-year story

Define 3 “trimester-stories” to support each one-year story



Fake it 'til you make it

20%



80%

- **Create running hypotheses**
- **20% of story is what you want it to be**
- **Be inspirational and confident not cocky**




Lead with your best pictures

- **Don't back into your best material—lead with it.**
- **Think visually and write visually—say what you see.**
- **Follow with 2nd, then 3rd best pictures.**



Lean on muscular verbs



Avoid passive verb structures.

Find verbs that connote action, movement, and energy.

Don't use adjectives and adverbs as crutches.



Three-ize



Enumerate your points into three.

Pull analogies from nature's threes into storytelling (chemistry, shamrocks)

Think cadence, parallelism, stages, reveals.



Short-word gatherings

- **Don't hide behind long sentences.**
- **Like boxers— jab, jab, jab with short or single word ideas, then uppercut.**
- **Longer is not smarter or better—KISS (keep it simple stupid).**





Emotion and Passion Quotes

- **Experts and analysts shine because of their data as much as their humanity.**
- **You can give the numbers—use the actual quotes of emotion and passion.**
- **Keep quotes short but impactful.**

One or Two Facts

Facts don't tell a story by themselves – as many research papers prove.

Embrace one fact that surprises then tell the story.

Sometimes find the story first than the fact to prove it.

Mini Movies

A collage of Marvel superheroes including Thor, Iron Man, Hulk, and Captain America. The image is overlaid with a semi-transparent green filter.

Storytelling done well is like a movie, albeit mini length.

Every second, every letter counts and is expensive.

Spare no expense in storytelling.





High-Impact Storytelling





**THE
UNTOLD
STORY**



Express implicit and explicit commonalities and themes other groups/causes have but who are more well known

Use language / acronyms / names already established by other long-standing groups

Sell internally based on what externally needs to be said



EARLY STAGE

RESULTS

- Brand development
- Proof of relevance
- Proof of existence

USE

- Re-use, re-use, re-use
- Lead with it everywhere
- Essential sales messaging
- Offense

MEDIA MESSAGES

- Simple mentions, quotes
- Local news
- Strong, unique blog content



MID STAGE

RESULTS

- Not a small / early effort
- National issue
- Establishment

USE

- Case studies of product or service
- Ambassador stories
- Offense

MEDIA MESSAGES

- Stories with your org as example
- Large local market media
- Ambassador messages



LATER STAGE

RESULTS

- On cutting edge
- New markets, customers
- Still relevant

USE

- New product or service
- Redirection
- Investor relationship management
- Defense

MEDIA MESSAGES

- Paid media more than earned
- National and international
- Longer vs shorter story arc
- Higher production value
- Paid spokespeople



INTERSECTIONALITY

05



Use analogies that are bigger, well known



Show difference to show similarity



Talk at 50,000 feet 80% of the time

REWARD STORYTELLERS OF YOUR CAUSE'S STORIES 06

ANNUAL AWARDS

Twitter, FB, Snapchat,
Instagram, local paper,
large paper, etc



QUARTERLY

LUNCHES / DINNERS
Featuring "investigative
storytellers" of your cause



AMBASSADORS

For issues or organizations that
are not politically neutral

