

FIVE ESSENTIAL STORYTELLING SECRETS

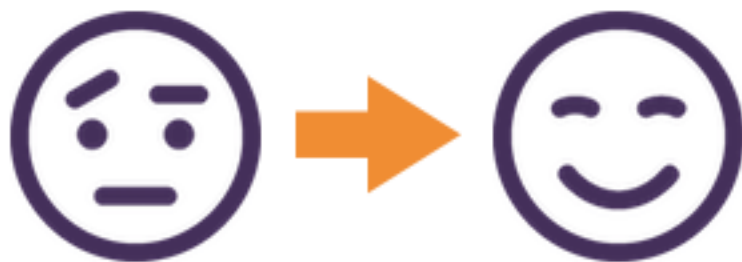


1. Make your story about one person.



2. When telling a story out loud, shorter is better.

3. Share exact results & transformations for the person in your story.



4. Clearly define the conflict. The conflict is the oxygen in your story.

5. Include emotionally engaging words.



- There's more
- Worried
- Tough
- Hard
- Right now
- Maybe
- Better
- End