

MODULE 7: Six-Word Stories

CORE CONCEPTS

 **Impact Stories In Six Words**

 **MODULE PRACTICE:**
The Six-Word Story





MODULE 7 : SIX WORD STORIES

Full Transcript:

This module is pure fun. But don't be distracted by the fun. The work you're going to do packs a powerful punch.

If you thought 2 minute stories were short, how about 6 word stories?!

This is an excellent tool to use to get people connecting and working together. I recommend crafting six word stories at your board meeting or staff retreat. You can use this as an energy boost anytime.

There are some key things to remember about crafting your six word stories: You are not creating a tag line. You are creating a story, with a person's name and a compelling fact...in just six words.

Here's mine: Lori tells stories that raise millions. Here's an example from a community service organization: War damaged Jim. We restored him.

The worksheets in your guidebook are there for you to copy and share as you do this exercise with lots of people. Small groups, large groups. It doesn't matter.

The largest group I've taken through this exercise was a group of more than 250 Rotarians! That was a loud, fun breakfast meeting!

Your goal is to craft lots of six word stories. These can be used as the first line in an annual appeal or the subject line in an email, they can be used in social media. I've even seen organizations ask their applicants for their programs to craft a 6-word story as they were beginning of the program and then have them craft another 6-word story at the end of the program.

Powerful, short AND fun!

I've included a list of some of my favorite six word stories from the past few years to get you inspired.