

How to Tell a Story

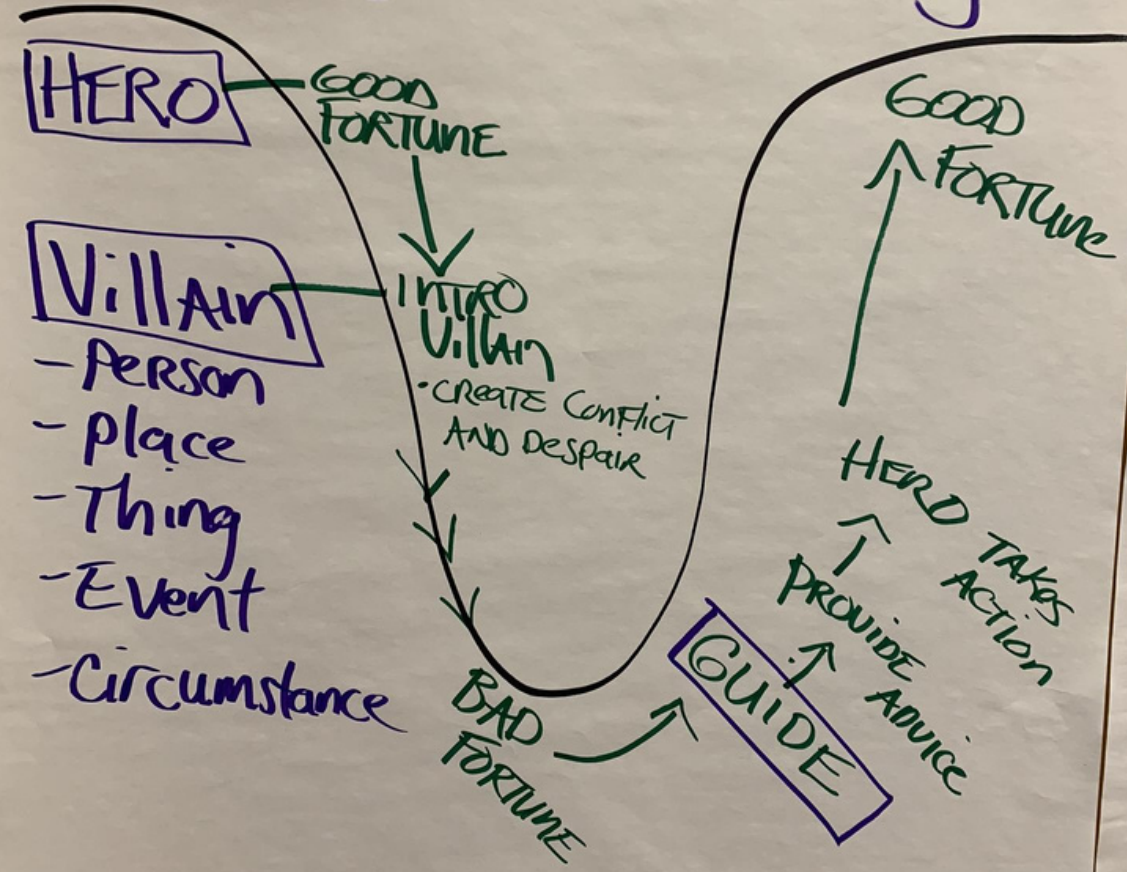
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HOW TO TELL A STORY

BEGINNING

ENDING



Any time you tell a story, use this simple & proven storytelling formula to captivate any audience. Here's how it works:

Step 1: The Hero in the story starts out in good fortune (and you should never be the Hero in your story).

Step 2: Introduce the Villain. The Villain does something to create increasing levels of conflict and despair for your Hero.

Step 3: The Hero reaches a point of massive bad fortune.

Step 4: Introduce the Guide. The Guide provides advice to the Hero (position yourself as the Guide in the story).

Step 5: The Hero takes action on the advice provided by the Guide.

Step 6: The Hero saves the day / Wins / Returns to Good Fortune. End of story.

Stories in an online event should be short (under 90 seconds) otherwise you'll lose people FAST. You can tell stories that fast with a little practice. Cheers!