

ANTHONY BOURDAIN

45 BEAUTIFUL QUOTES ABOUT

STORYTELLING

JEREMY CONNELL-WAITE

YOUR BODY IS NOT A TEMPLE
AN AMUSEMENT PARK.

LUCK IS NOT A BUSINESS MODEL

I HATE CERTAINTY. GIVE ME DOUBT. • HOW DO I MAKE SURE I DON'T DO THE SAME SHOW AS LAST WEEK? • TELL STORIES THAT MATTER. I AM CERTAIN OF NOTHING. • WISDOM IS REALISING HOW SMALL I AM - AND UNWISE - AND HOW FAR I HAVE YET TO GROW.

WHAT NICER THING CAN YOU DO FOR SOMEONE THAT MAKE THEM BREAKFAST.

CONTEXT & MEMORY ARE POWERFUL TOGETHER ALL THE TRULY GREAT MEALS CHANGES LIFE.

DON'T LIE ABOUT IT. YOU MADE A MISTAKE. ADMIT IT AND MOVE ON. JUST DON'T DO IT AGAIN. EVER.

WALK IN SOMEONE ELSE'S SHOES. EAT THEIR FOOD. GET UP OFF THE COUCH.

BE POSITIVE +VE

VERY EASY TO HAVE A CAREER TO HAVE SUCCESS

I AM A STORYTELLER. I SEE STUFF. I TALK ABOUT HOW IT MAKES ME FEEL AT THE TIME. IF YOU CAN DO THAT HONESTLY - I THINK THAT'S ABOUT THE BEST YOU CAN HOPE FOR.

SKILLS CAN BE TAUGHT - CHARACTER YOU EITHER HAVE OR YOU DON'T HAVE.

AS YOU MOVE THROUGH THIS WORLD & THIS LIFE YOU CHANGE THINGS SLIGHTLY; YOU LEAVE MARKS BEHIND, HOWEVER SMALL. AND IN RETURN, LIFE & TRAVEL LEAVES MARKS ON YOU. MOST OF THE TIME, THOSE MARKS ON YOUR BODY OR ON YOUR HEART ARE BEAUTIFUL. OFTEN THOUGH, THEY HURT.

THE WAY YOU MAKE AN OFFER REVEALS YOUR CHARACTER.

IT'S INCONCEIVABLE WHY ANYONE WOULD WANT TO NOT EXPERIENCE AS MANY COLOURS AS POSSIBLE IN THEIR LIMITED TIME ON EARTH.

PEOPLE CONFUSE ME. I DOEN'T.

"I'M NOT AFRAID TO LOOK LIKE AN IDIOT."

BBQ MAY NOT BE THE ROAD TO WORLD PEACE BUT IT'S A START. GREAT FOOD & GOOD EATING IS ABOUT RISK.

JEREMY CONNELL-WAITE

IN THE END, IT'S ABOUT OUR LIMITED TIME ON EARTH.

YOU LEARN A LOT ABOUT SOMEONE WHEN YOU SHARE A MEAL TOGETHER.

WHEN I DIE I WILL DECIDEDLY NOT BE REGRETTING MISSED OPPORTUNITIES FOR A GOOD TIME.

WITHOUT EXPERIMENTATION A WILLINGNESS TO ASK QUESTIONS & TRY NEW THINGS, WE SHALL SURELY BECOME STATIC & REPETITIVE

I'M A BIG BELIEVER IN WINGING IT. I'M A BIG BELIEVER THAT YOU'RE NEVER GOING TO FIND A PERFECT CITY TRAVEL EXPERIENCE OR THE PERFECT MEAL WITHOUT A CONSTANT WILLINGNESS TO EXPERIENCE & TRIP.

TRAVEL CHANGES YOU

BUILD A BUSINESS CHANGE THEM

What's next?

I ♥ IRAN

PIZZA

OPEN YOUR MIND ~ GET UP OFF THE COUCH MORE

CONFIDENTIAL



Whoever tells the best stories goes home with the most marbles.

JEREMY CONNELL-WAITE



The story you often get is not the story you were chasing, but it ends up being even better.

~

ANTHONY BOURDAIN

One more thing...



The most powerful person in the world is the storyteller. The storyteller sets the vision, values, and agenda of an entire generation that is to come.

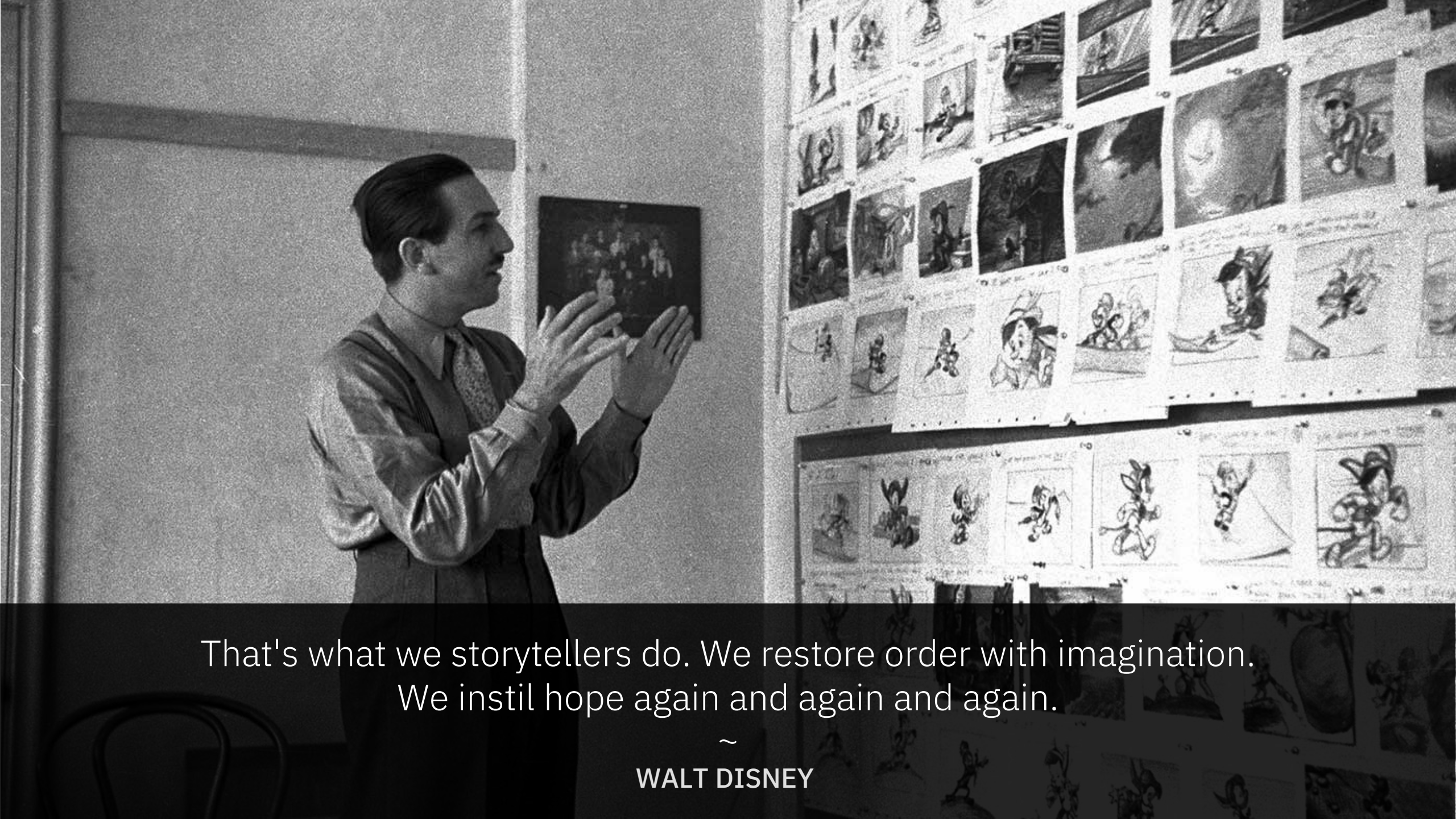
~
STEVE JOBS



There's always room for a story that can transport people to another place.

~

J.K. ROWLING



That's what we storytellers do. We restore order with imagination.
We instil hope again and again and again.

~
WALT DISNEY



Story, as it turns out, was crucial to our evolution - more so than opposable thumbs.
Opposable thumbs let us hang on; story told us what to hang on to.

~
LISA CRON



You're never going to kill storytelling, because it's
built in the human plan. We come with it.

~

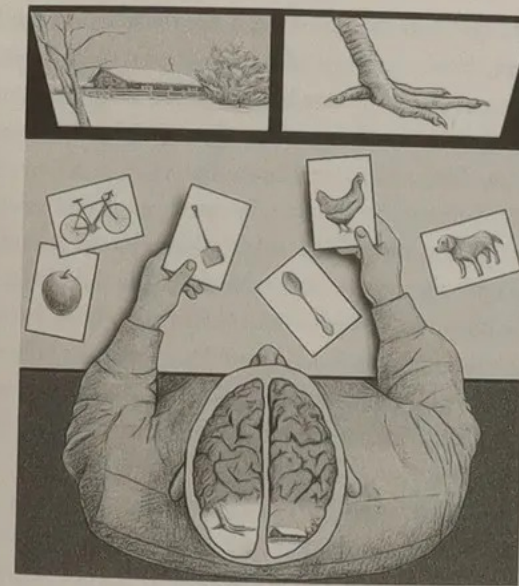
MARGARET ATWOOD

a success. Although his epileptic patient still experienced seizures, their frequency and severity were greatly diminished. And even more surprisingly, there seemed to be no side effects. The split-brained man reported no differences in any of his mental processes.

In the days before fMRI machines and other advanced methods of brain imaging, split-brain patients were a boon to neuroscience. Thanks largely to these patients, scientists were able to isolate and study the workings of the two hemispheres of the brain. They discovered that the left brain is specialized for tasks such as speaking, thinking, and generating hypotheses. The right brain is incapable of speech or serious cognitive work; its jobs include recognizing faces, focusing attention, and controlling visual-motor tasks.

The leading pioneer of split-brain neuroscience is Michael Gazzaniga. In his research, Gazzaniga and his collaborators have identified specialized circuitry in the left hemisphere that is responsible for making sense of the torrent of information that the brain is always receiving from the environment. The job of this set of neural circuits is to detect order and meaning in that flow, and to organize it into a coherent account of a person's experience—into a story, in other words. Gazzaniga named this brain structure “the interpreter.”

Because of the quirky wiring of the brain, visual information that enters the right eye is fed to the left brain, and information entering the left eye goes to the right brain. In an experiment, Gazzaniga showed that information that enters only one eye gets marooned in the opposite hemisphere in the dark.



In a brilliant series of experiments, Gazzaniga and his colleagues had split-brain subjects stare at a dot in the center of a computer screen. They then flashed images to the right and left of the dot. Images flashed to the left of the dot were piped only to the right brain, while images that appeared to the right of the dot were sent only to the left brain.

In one experiment, Gazzaniga and his colleagues showed a chicken claw to a split-brain subject's left brain and a snowy scene to his right brain. They then asked the subject to select from an array of pictures. The subject chose a picture of a chicken (because the side of the brain that con-

We are, as a species, addicted to story. Even when the body goes to sleep, the mind stays up all night, telling itself stories.

~
JONATHAN GOTTSCHALL

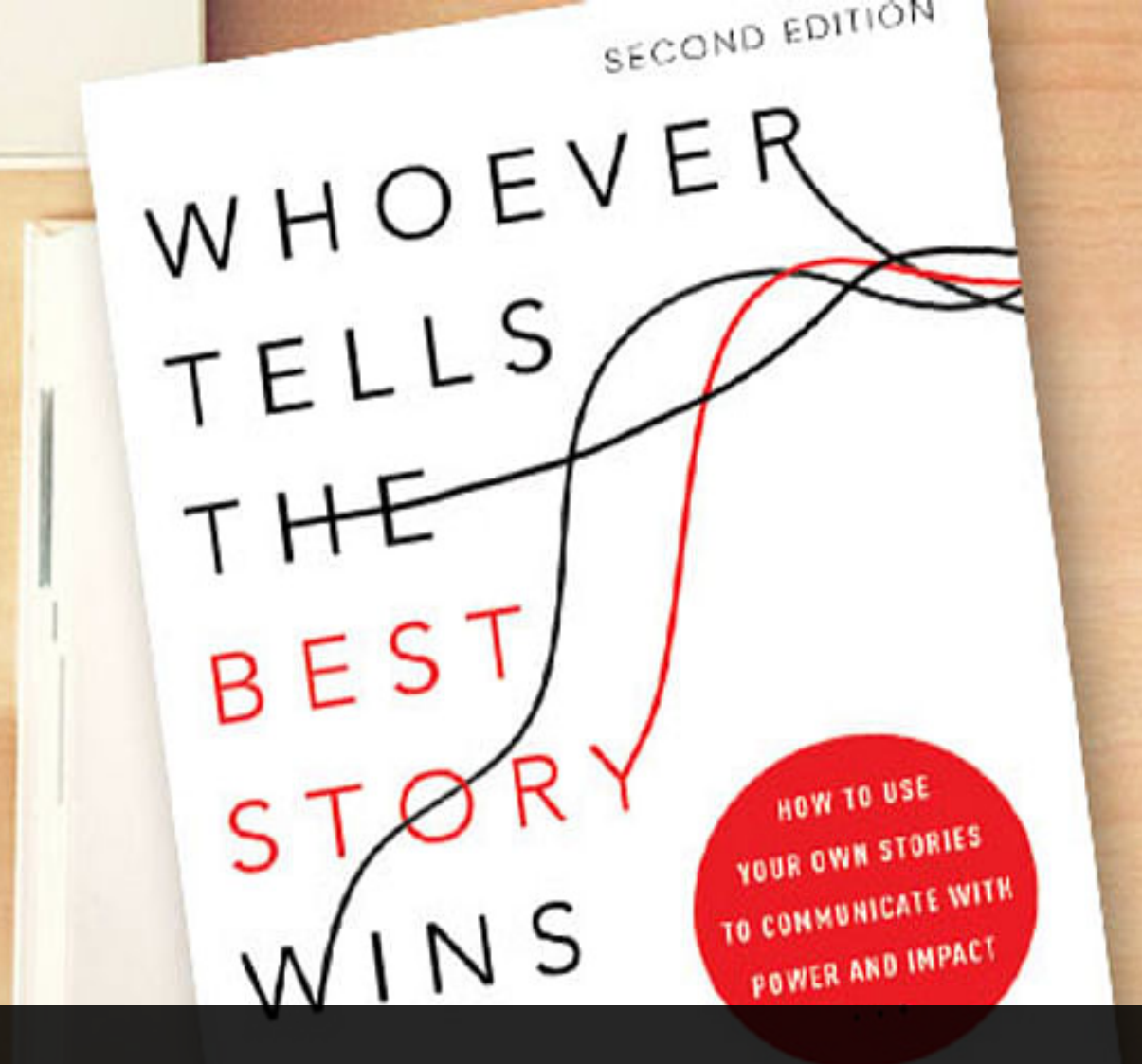


Many stories matter. Stories can break the dignity of a people.
But stories can also repair that broken dignity.

~

CHIMAMANDA NGOZI ADICHIE

iPod и iPod
самые популярные mp3-плееры



If you wish to influence an individual or a group to embrace a particular value in their daily lives, tell them a compelling story.

~
ANNETTE SIMMONS

ANNETTE SIMMONS



We are all storytellers. We all live in a network of stories.
There isn't a stronger connection between people than storytelling.

~
JIMMY NEIL SMITH



Stories constitute the single most powerful weapon in a leader's arsenal.

~

DR. HOWARD GARDENER



Purposeful storytelling isn't show business, it's good business.

~

PETER GRUBER



The purpose of a storyteller is not to tell you how to think,
but to give you questions to think upon.

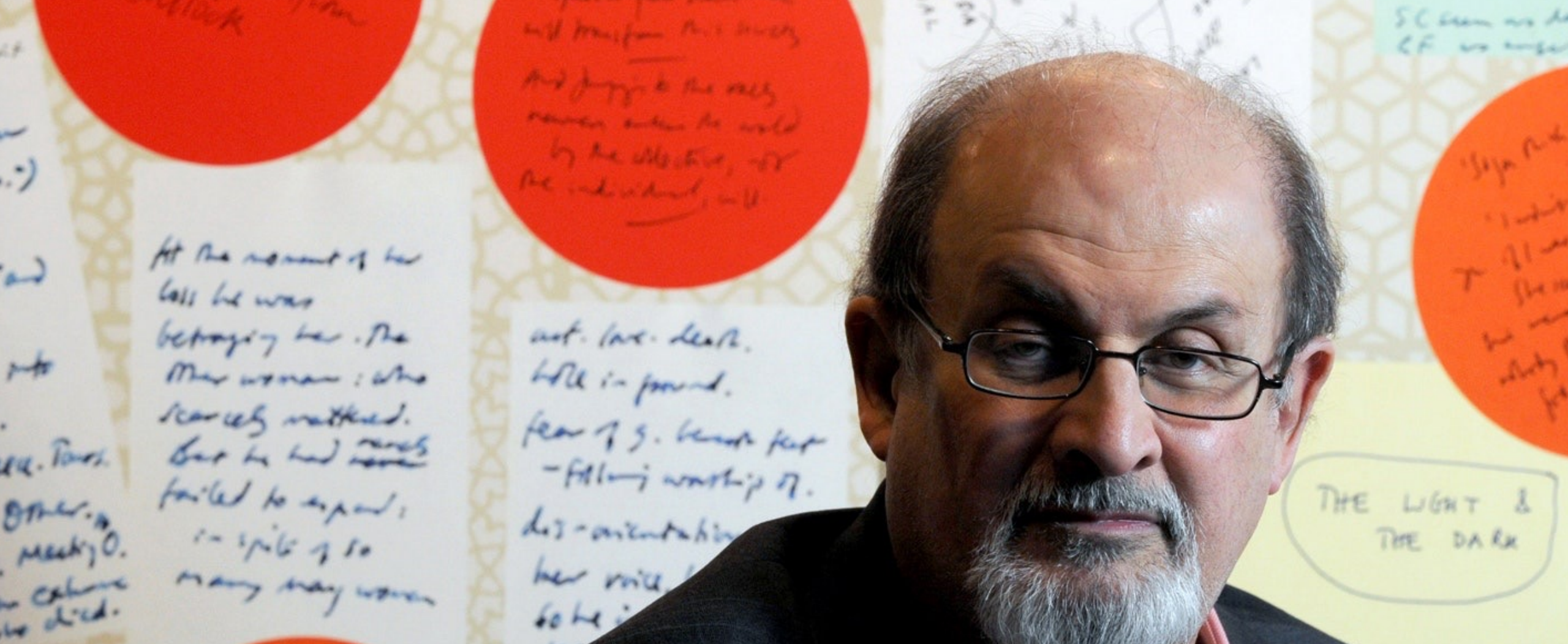
~
BRANDON SANDERSON



Storytelling reveals meaning without committing the error of defining it.

~

HANNAH ARENDT



At the moment of her
loss he was
betraying her. The
other woman: who
scarcely mattered.
But he had never
failed to respond:
in spite of so
many many women

not. last. death.
hole in ground.
fear of g. hands feet
- filling workshop of.
dis-orientation
her voice
so he i

THE LIGHT &
THE DARK

After nourishment, shelter and companionship,
stories are the thing we need most in the world.

~
SALMAN RUSHDIE



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100011 01000101  
0101 01101001110 100  
0101110 1000  
101 1111 0101110001
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000110000110 1010 1110 0001 001  
0110100 01101010001 0010
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Homo sapiens is a storytelling animal that thinks in stories rather than in numbers or graphs, and believes that the universe itself works like a story...

~

YUVAL NOAH HARARI



The universe is made of stories, not of atoms.

~

MURIEL RUKEYSER

NO	TIME	TITLE	NOTES	PROSPERITY	Half of Prosperity	Chin/Gravy	D.A.	O.G.P	Snaps/Maps + files	Harvard + Gramp
13	OCT	Plots and Resistance	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts
14	NOV	The Order of the Phoenix	First meeting of the Order of the Phoenix	First meeting of the Order of the Phoenix	First meeting of the Order of the Phoenix	First meeting of the Order of the Phoenix	First meeting of the Order of the Phoenix	First meeting of the Order of the Phoenix	First meeting of the Order of the Phoenix	First meeting of the Order of the Phoenix
15	NOV	The Inkbot Tackle	Quidditch game... Harry and Ron go to Hogwarts...	Quidditch game... Harry and Ron go to Hogwarts...	Quidditch game... Harry and Ron go to Hogwarts...	Quidditch game... Harry and Ron go to Hogwarts...	Quidditch game... Harry and Ron go to Hogwarts...	Quidditch game... Harry and Ron go to Hogwarts...	Quidditch game... Harry and Ron go to Hogwarts...	Quidditch game... Harry and Ron go to Hogwarts...
16	NOV	Black Marks	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts
17	DEC	Rita Returns	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts
18	DEC	St Mungo's Hospital for Magical Maladies and Injuries	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts
19	DEC	(Name)	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts
20	JAN	Extended Powers of Draco Underside	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts	Harry and Ron go to Hogwarts... Hogwarts term starts

No story lives unless someone wants to listen.
The stories we love best do live in us forever.

J.K. ROWLING



In learning the art of storytelling by animation,
I have discovered that language has an anatomy.

~
WALT DISNEY



I SAVED YOUR LIFE ONCE
AND I'VE PAID MY DEBT -



SO DON'T EXPECT ME
TO SAVE YOU AGAIN -



KAAAAA!!



HOLD IT KAAA!
(WHOP!!!)



OH-OH-BAGHEERA



OH-OOO! - WHOOOIE!
UH-ER - A FRIEND OF YOURS



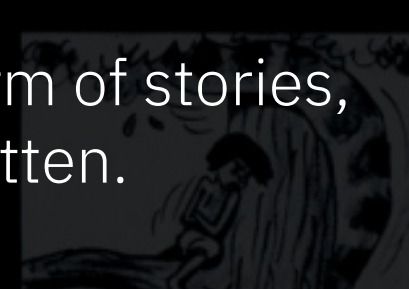
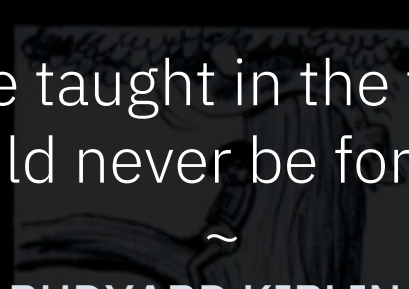
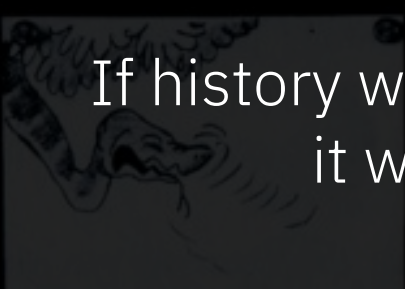
INDEED NO! MERELY TRYING
TO SAVE YOU FROM A LONG
LONG CASE OF INDIGESTION



THIS MISERABLE MANCUB
IS SO BADLY SPOILED HE



WOULDN'T BE A FIT MEAL
FOR EVEN ISHTAR THE BUZZARD



If history were taught in the form of stories,
it would never be forgotten.

RUDYARD KIPLING

UGH! - I SEE WHAT

WILL TAKE TOADS AND



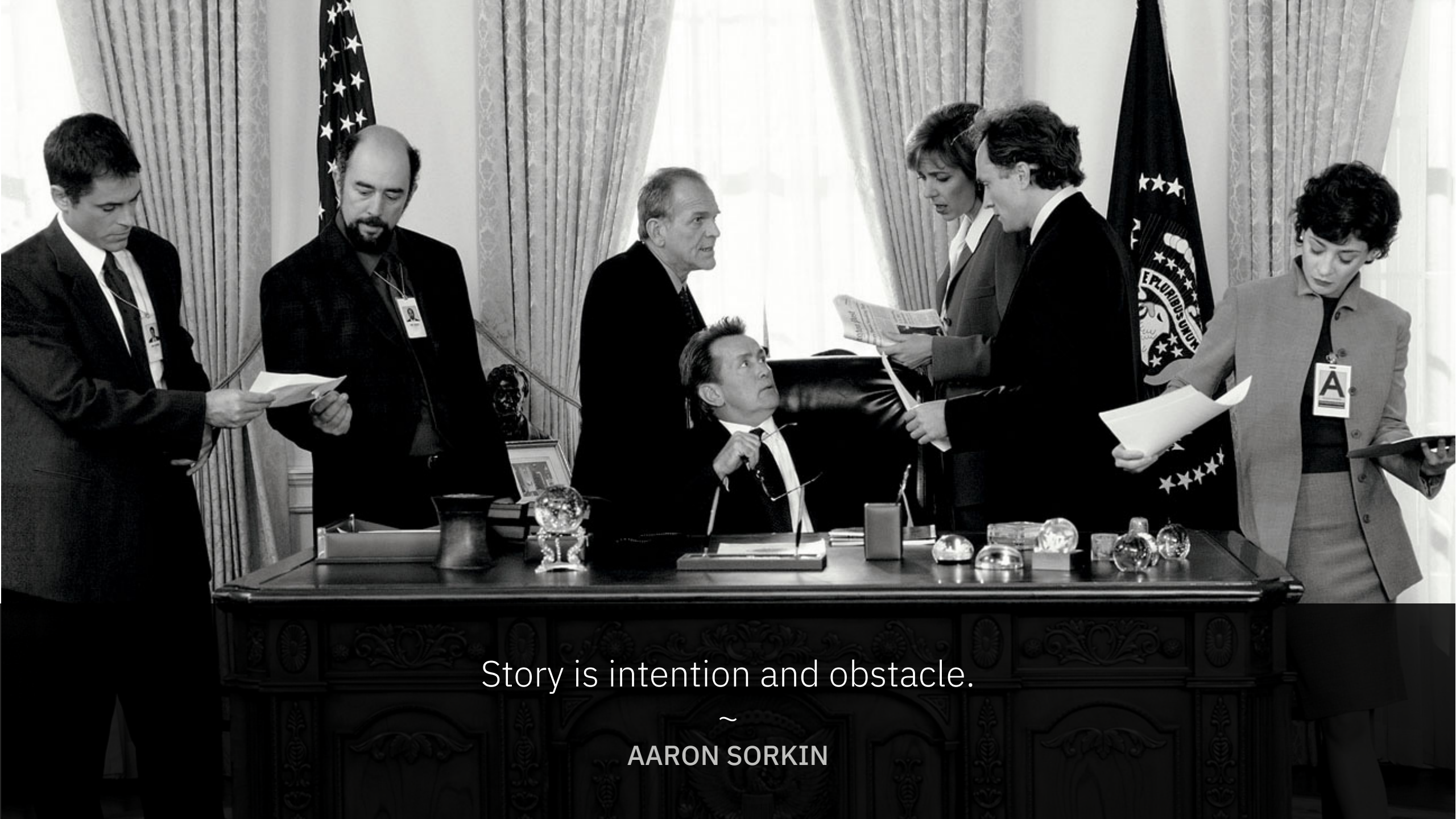
Stories tell us of what we already knew and forgot,
and remind us of what we haven't yet imagined.

~
ANNE L. WATSON



Everyone tells a story about themselves inside their own head. Always. All the time.
That story makes you what you are. We build ourselves out of that story.

~
PATRICK ROTHFUSS



Story is intention and obstacle.

~
AARON SORKIN



TURN THE IMPOSSIBLE
INTO THE INEVITABLE

STORY 10X

The stories we tell literally make the world. If you want to change the world, you need to change your story. This truth applies both to individuals and institutions.

~
MICHAEL MARGOLIS



Good stories surprise us. They make us think and feel. They stick in our minds and help us remember ideas and concepts in a way that a PowerPoint never can.

JOE LAZAUSKAS



Stories create community, enable us to see through the eyes of other people, and open us to the claims of others.

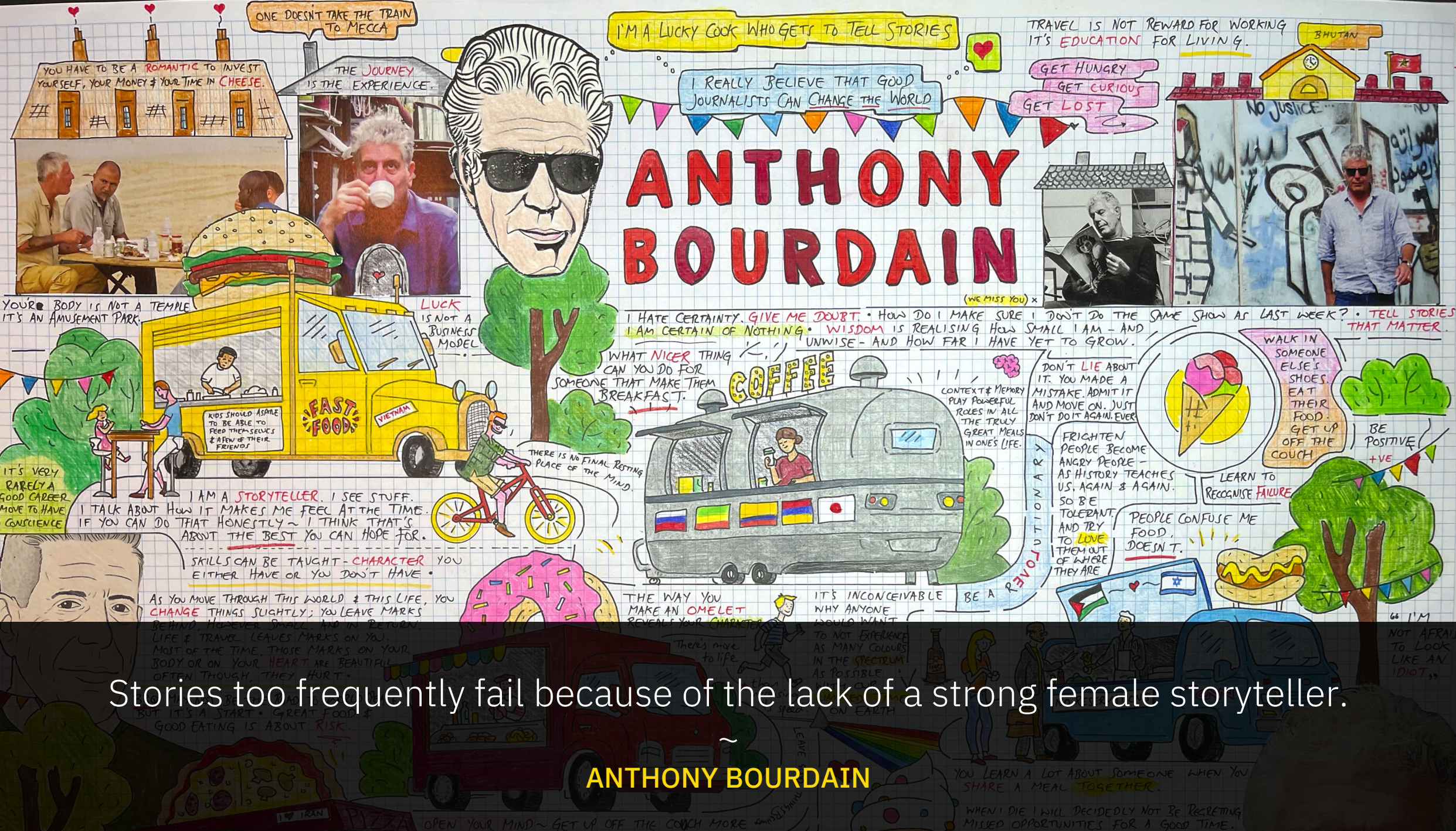
~
PETER FORBES



The best stories are those that leave a lasting impact on the audience.

~

DAVID MAMET



I'M A LUCKY COOK WHO GETS TO TELL STORIES

I REALLY BELIEVE THAT GOOD JOURNALISTS CAN CHANGE THE WORLD

TRAVEL IS NOT REWARD FOR WORKING IT'S EDUCATION FOR LIVING

GET HUNGRY
GET CURIOUS
GET LOST

ANTHONY BOURDAIN

(WE MISS YOU) x

I HATE CERTAINTY. GIVE ME DOUBT. • HOW DO I MAKE SURE I DON'T DO THE SAME SHOW AS LAST WEEK? • TELL STORIES THAT MATTER. • I AM CERTAIN OF NOTHING. WISDOM IS REALISING HOW SMALL I AM - AND UNWISE - AND HOW FAR I HAVE YET TO GROW.

WHAT NICER THING CAN YOU DO FOR SOMEONE THAT MAKE THEM BREAKFAST.

COFFEE

CONTEXT & MEMORY PLAY POWERFUL ROLES IN ALL THE TRULY GREAT MEALS IN ONE'S LIFE.

DON'T LIE ABOUT IT. YOU MADE A MISTAKE. ADMIT IT AND MOVE ON. JUST DON'T DO IT AGAIN, EVER.

FRIGHTEN PEOPLE BECOME ANGRY PEOPLE - AS HISTORY TEACHES US, AGAIN & AGAIN. SO BE TOLERANT AND TRY TO LOVE THEM OUT OF WHERE THEY ARE

WALK IN SOMEONE ELSE'S SHOES. EAT THEIR FOOD. GET UP OFF THE COUCH

BE POSITIVE +VE

LEARN TO RECOGNISE FAILURE

PEOPLE CONFUSE ME FOOD, DOESN'T.

THE WAY YOU MAKE AN OMELET REVEALS YOUR CHARACTER

IT'S INCONCEIVABLE WHY ANYONE WOULD WANT TO NOT EXPERIENCE AS MANY COLOURS IN THE SPECTRUM AS POSSIBLE

BE A PIONEER

66 I'M NOT AFRAID TO LOOK LIKE AN IDIOT.



YOUR BODY IS NOT A TEMPLE IT'S AN AMUSEMENT PARK.

IT'S VERY RARELY A GOOD CAREER MOVE TO HAVE A CONSCIENCE



I AM A STORYTELLER. I SEE STUFF. I TALK ABOUT HOW IT MAKES ME FEEL AT THE TIME. IF YOU CAN DO THAT HONESTLY ~ I THINK THAT'S ABOUT THE BEST YOU CAN HOPE FOR.

SKILLS CAN BE TAUGHT - CHARACTER YOU EITHER HAVE OR YOU DON'T HAVE

AS YOU MOVE THROUGH THIS WORLD & THIS LIFE, YOU CHANGE THINGS SLIGHTLY; YOU LEAVE MARKS BEHIND. HOWEVER, SOME ARE IN BETWEEN LIFE & TRAVEL LEAVES MARKS ON YOU. MOST OF THE TIME, THOSE MARKS ON YOUR BODY OR ON YOUR HEART ARE BEAUTIFUL OFTEN THOUGH, THEY HURT.

BUT IT'S A START. GREAT FOODS GOOD EATING IS ABOUT RISK



ONE DOESN'T TAKE THE TRAIN TO MECCA

THE JOURNEY IS THE EXPERIENCE.

LUCK IS NOT A BUSINESS MODEL

THERE IS NO FINAL RESTING PLACE OF THE MIND.



There's more to life

ANTHONY BOURDAIN

YOU LEARN A LOT ABOUT SOMEONE WHEN YOU SHARE A MEAL TOGETHER.

WHEN I DIE I WILL DECIDEDLY NOT BE REGRETTING MISSED OPPORTUNITIES FOR A GOOD TIME.

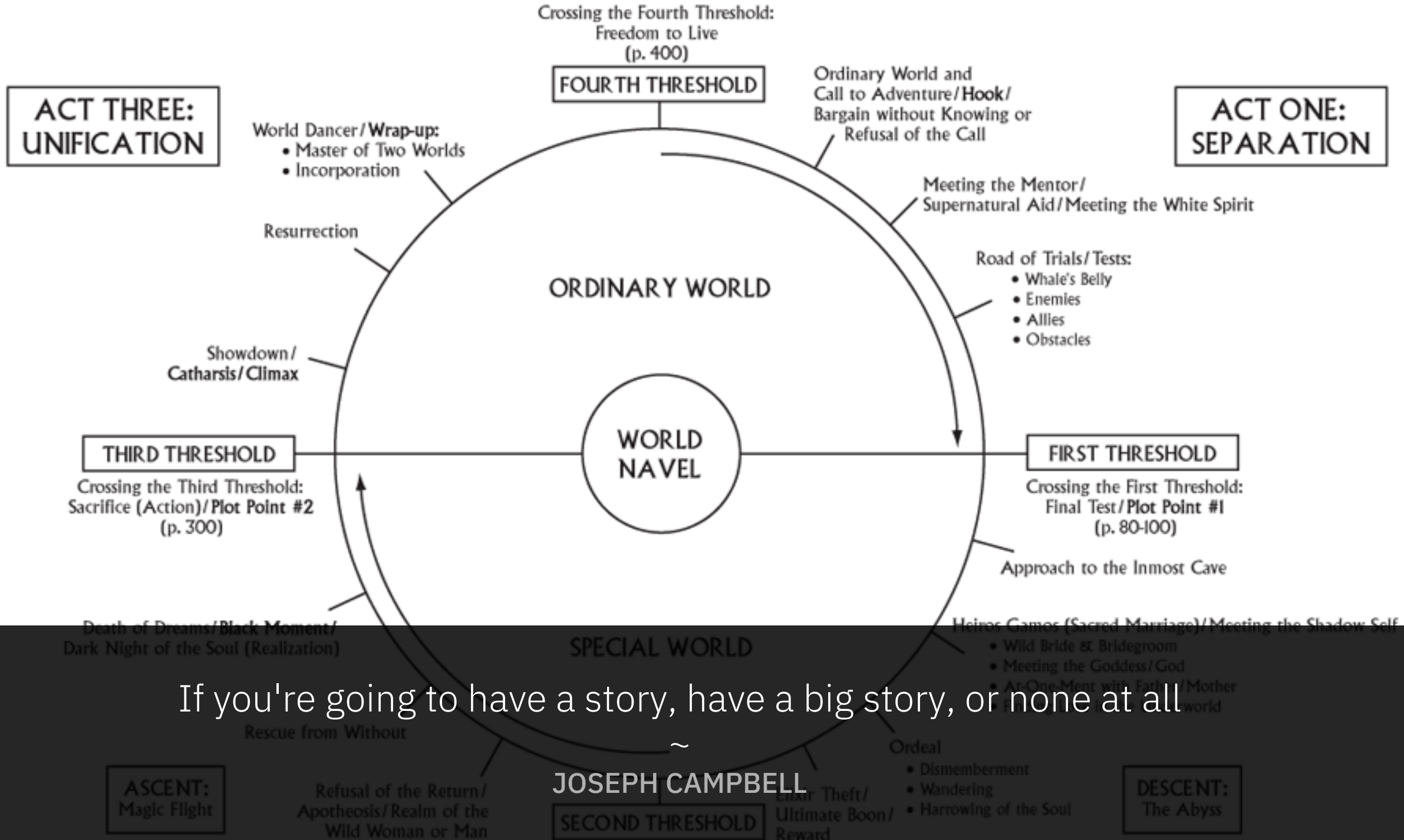
OPEN YOUR MIND ~ GET UP OFF THE COUCH MORE

KNOWING IS NOT ENOUGH, WE MUST APPLY. WILLING IS NOT ENOUGH - WE MUST DO.



Storytelling offers the opportunity to talk with your audience, not at them.

~
LAURA HOLLOWAY



If you're going to have a story, have a big story, or none at all



Stories are important not because they tell us that dragons exist, but because they tell us that dragons can be defeated.

~

NEIL GAIMAN



The future belongs to a different kind of person with a different kind of mind: artists, inventors, storytellers-creative and holistic 'right-brain' thinkers.

~
DANIEL PINK



Great stories happen to those who can tell them.

~
IRA GLASS



If you can tell a story as briefly as possible, it's more dramatic. If it's too long, then it has the problems of pacing, it could get a little slow. The shorter the story the better.

~
JOYCE CAROL OATES



OF
LADY MARY WORTLEY MONTAGU.

EDITED BY HER GREAT-GRANDSON
LORD WHARNCLIFFE.

THIRD EDITION, WITH ADDITIONS AND CORRECTIONS DERIVED FROM THE
ORIGINAL MANUSCRIPTS, ILLUSTRATIVE NOTES,
AND A NEW MEMOIR
By W. MOY THOMAS.

Life is too short for a long story. IN TWO VOLUMES.

VOL. I.

~
MARY WORTLEY MONTAGU

LADY MARY WORTLEY MONTAGU.



Sometimes reality is too complex. Stories give it form.

~

JEAN LUC GODDARD

Stage 1
The protagonist lives their "ordinary" life (whatever "ordinary" is for that character), largely unaware of their own weaknesses and flaws. The audience begins to see elements of the protagonist's back story, weaknesses, flaws, fears, inner demons, and aspects that hold the character back. The audience also begins to see the desires, wants, and needs of the protagonist. When something forces the protagonist out of their ordinary life, this stage has set up the evolution the protagonist must go through in the following stages of the character arc.

Stage 2
After the protagonist is forced to leave their familiar life behind, they face a new and unknown world with a dramatically new or changed set of problems, challenges, obstacles, and needs (often created by an antagonist) that require a response. Mistakes, flaws, fears, and weaknesses hamper the protagonist's ability to respond effectively. Often, the protagonist fails to fully comprehend the nature of antagonistic forces they face, which also hampers their response. As a series of obstacles are thrown at the protagonist, they begin to learn more about both themselves and the antagonistic forces.

Stage 3
The protagonist begins to understand the nature of the antagonistic forces and starts to respond proactively rather than reactively to the antagonist's moves. This begins to shift the balance of power away from the antagonist and gives the protagonist a fighting chance (although the protagonist's victory is not yet certain). The protagonist (and the audience) also comes to recognize and understand the flaws, weaknesses, and fears that have hindered the protagonist not just in fighting the antagonist, but in the protagonist's "ordinary" life. The protagonist's strengths also begin to emerge at this stage.

Stage 4
The protagonist makes a critical, often difficult, choice in the fight against the antagonist. The choice the protagonist makes determines whether the flaws, weaknesses, and fears that hindered them have been conquered and the protagonist can handle whatever the antagonist throws at them in the final showdown. If the protagonist has evolved enough, they will prevail at the climax and emerge as a better person (a "happy ending" story). The protagonist has failed to evolve enough, they will emerge from the climax as a more damaged person (a "tragic ending" story). Even if they have prevailed over the antagonist, it is a hollow victory.

Story Circle (based on Dan Harmon)

Character The protagonist is in a zone of comfort...	Needs/Wants ...but they want something.	Go They enter an unfamiliar situation...	Search ...and adapt to it.	Find They get what they want...	Take ...but there is a heavy price to pay.	Return They return to their familiar situation...	Change ...having changed.
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Hero's Journey (based on Joseph Campbell)

Call to Adventure	Refusal of Call	Supernatural Aid	Crossing the Threshold	Belly of the Whale	Road of Trials	Meeting with Goddess	Woman as Temptress	Atonement with the Father	Apotheosis	The Ultimate Boon	Refusal of the Return	The Magic Flight	Rescue from Without	Crossing Return Threshold	Master of Both Worlds	Freedom to Live
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Heroine's Journey (based on Maureen Murdock)

Separation from the Feminine	Identification with the Masculine	Gathering of Allies	Road of Trials	Illusory Boon of Success	Awakening to Feelings of Spiritual Aridity & Death	Initiation & Descent to the Goddess	Yearning to Reconnect with the Feminine	Healing the Mother/Daughter Split	Healing the Wounded Masculine	Integration of Masculine & Feminine
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Outer Journey (based on Chris Vogler)

Ordinary World	Call to Adventure	Refusal of Call	Meeting the Mentor	Allies	Crossing the First Threshold	Road of Trials	Approach to Innermost Cave	The Ordeal	Reward	The Road Back	Resurrection	Return with the Elixir
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Inner Journey (based on Chris Vogler)

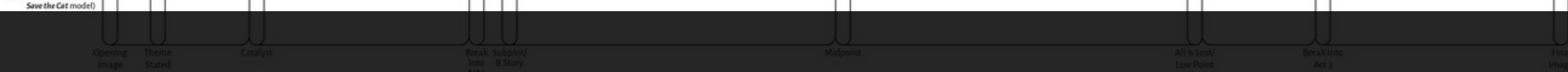
Limited Awareness of Problem	Increased Awareness	Fear & Resistance	Overcoming Fear	New Relationships	Commit to Change	Experimenting with New Conditions	Preparing for Major Changes	Big Change with Feeling of Life or Death	Accept Consequences of New Life	New Challenges & Rededication	Final Acceptance & Last Minute Danger	Mastery of New Life
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Feminine Journey (based on Victoria Schmidt)

Illusion of the Perfect World	Betrayal & Disillusionment	The Awakening - Preparing for the Journey	The Descent - Passing the Gates of Judgment	The Eye of the Storm	Death - All is Lost	Support	Rebirth - The Moment of Truth	Full Circle - Return to the Perfect World
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Masculine Journey (based on Victoria Schmidt)

The Perfect World	Friends & Enemies	The Call	Small Success	Invitations	Trials	Death - A Fork in the Road	Awaken or Rebel	Victory or Failure
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Page Count

Book - 120 pg. or Film - 2 hr	-0-6	-6-12	-12-18	-18-24	-24-30	1-0-36	-36-42	-42-48	-48-54	~ 4-60	-60-66	-66-72	-72-78	-78-84	-84-90	-90-96	-96-102	-102-108	-108-114	-114-120
Book - 400 pg.	-0-20	-20-40	-40-60	-60-80	-80-100	-100-120	-120-140	-140-160	-160-180	-180-200	-200-240	-240-260	-260-280	-280-300	-300-320	-320-340	-340-360	-360-380	-380-400	
Comic book - 20 pg.	-1	-2	-3	-4	-5	-6	-7	-8	-9	-10	-11	-12	-13	-14	-15	-16	-17	-18	-19	-20

People forget facts, but they remember stories.

JOSEPH CAMPBELL



Marketing is no longer about the stuff that you make, but about the stories you tell.

~
SETH GODIN



Storytelling is our obligation to the next generation. Give something of meaning to your audience by engaging and educating them. Stop marketing. Start storytelling.

~

LAURA HOLLOWAY



Story is a yearning meeting an obstacle.

~

ROBERT OLEN BUTLER

罗伯特·奥伦·巴特勒
Robert Olen Butler



Storytelling is the most powerful way to put ideas into the world.

~
ROBERT McKEE



We tell ourselves stories in order to live.

~
JOAN DIDION

Scratch that, this is not a moment, it's a movement
where all the hungriest brothers

with somethin to prove

So, they oppose us, ^{Eyes} ~~they~~ ^{we} ~~take~~ ^{went} take an honest stand
were the young Mosses, claimin' a promised land
I understand but what happens if we win it?

Do we live panicky in
aarchy minute to minute?

Say we win independence,
flawless execution?

Does that condemn us to an
endless revolution?

You are the perfect person to tell your story.

LIN-MANUEL MIRANDA

~~I can~~
Standing on a precipice
And ~~if~~ miss a step or mess up I's


lose ~~our~~ ^{my} balance on the tip of a knife
use my talents or I slip, it's my life

I think of death so much ^{he} feels like a memory
When is He gettin me?

Who ~~is~~ ^{my} sleep? 70 feet ahead of me?
If I see him coming do I run or do I let him be?
Is he ^{like} ~~just~~ a beat without a melody?

See, I never thought I'd live past twenty

where I come from some get half as many
they livin' fast and ~~we~~ we
laugh reach for a flask
we can make a moment last, that's plenty

A photograph of Barack Obama speaking at a podium. He is wearing a light blue button-down shirt and is captured in profile, looking towards the right. The scene is filled with a shower of white particles, likely confetti or rain, which is illuminated by a spotlight, creating a dramatic and celebratory atmosphere. A professional microphone is positioned in front of him on the podium.

You can change the world just by sharing your story.

~
BARACK OBAMA

"INFINITE GAME" so a series of
 many small moments will create a
 deeper connection & a more powerful "movement."

MIXAR NARRATIVE

"What if....?"

"...up a time...." is a classic
 entertaining narrative when
 action isn't the priority.
 Many stories showcasing the
 applications of technology
 like ENDORPHINS & OXYTOCIN.
 It evokes emotions that
 BUILD TRUST.

HEART

The best stories move people
 EMOTIONALLY, PHYSICALLY,
 VIRTUALLY & MENTALLY.
 But you need to be willing to
 do things other professionals
 wouldn't do.

Industrial audiences
 make decisions with
 their HEARTS &
 justify those
 decisions with
 their
 brains.
 Rhetoric which uses contrast not conflict to unite
 the audience. Use "but" and always speak to your
 higher purpose. Focus on what you do - NOT what they don't.

RHETORIC FOR GOOD

"Mirror & Label"

EMOTION

How will it make them FEEL?

ECONOMICS

How will it
 How will it

DRIVE UP
 ↑

- ROI
- MARKET SHARE
- RETENTION (cx + ex)
- SOCIAL IMPACT

BETTERSTORIES.ORG

Your audience is always the hero...
 You can change the world just by sharing your story

...you need people to do the right things for the wrong reasons

Some people need to be inspired

Some people need to be motivated

"And then what happened....?" are 4 of the most
 powerful words in storytelling. If the audience thinks
 or asks them, you're triggering DOPAMINE: An they're engaged

How do you connect with audience
 Rhetoric is a powerful tool
 Save the cat...

EMPATHY

TRUST

INSPIRATION

"THE ABILITY TO UNDERSTAND & SHARE THE FEELINGS OF ANOTHER"
COGNITIVE See their POV + **EMOTIONAL** shared feelings + **COMPASSIONATE** Motivated to help.

= $\frac{\text{CREDIBILITY} + \text{RELIABILITY} + \text{INTIMACY}}{\text{SELF-ORIENTATION}}$
 • Know your stuff + Deliver
 • Understand hopes + fears
 • Focus on THEIR priorities

"A story is just data with a soul." OXYTOCIN + ENDORPHINS.

PATHOS

ETHOS

LOGOS

"THE TACTICAL APPLICATION"
 Understand their perspective
 share their values or respect
 Why you? Why here?
 credibility, authority & grace

The ability to "FORCE" people to do things

