

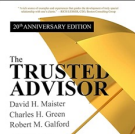



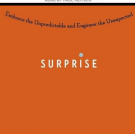
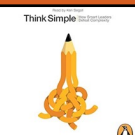



# 9 Questions to Help You Tell Better Stories.

	QUESTION	PRINCIPLE (5 LINES + 4 WORDS)	WHY DOES THIS MATTER?	LEARN MORE
01.	<b>Does this story reveal how someone (or something) is “transformed”?</b>	<b>OUTLINE</b> <b>Better Stories are transformational.</b>	All stories need a structure. (3 Acts, Hero’s Journey, Sparkline, Pyramid, Beats). At their core stories are about a journey where someone (or something) is transformed for better (or worse).	 <b>Resonate</b> Nancy Duarte
02.	<b>What is the ONE line (&lt;10 words) that people will use to describe your story?</b>	<b>HEADLINE</b> <b>Better Stories capture your attention.</b>	From powerful headlines to captivating ‘cold opens’, Better Stories spike levels of dopamine and oxytocin, causing the audience to constantly wonder “and then what happened?”.	 <b>What is Your One Sentence?</b> Mimi Goss
03.	<b>How will you truly connect with your audience in the first 90 seconds?</b>	<b>FRONT LINE</b> <b>Better Stories tell the truth.</b>	Better Stories are relevant, important and true. Their objective is to seek truth, build trust and establish empathy as they perform a service for their audience.	 <b>The Trusted Advisor</b> David H. Maister, Charles H. Green & Robert M. Galford
04.	<b>What metric will accurately measure the relative success of your story?</b>	<b>BOTTOM LINE</b> <b>Better Stories have measurable outcomes.</b>	Unless purely for entertainment value, every story should have an economic value. Better Stories are measured by how well the audience responded (and what they did next).	 <b>Narrative and Numbers</b> Aswath Damodaran
05.	<b>Why are you the only person who can tell this story in this way?</b>	<b>SIDELINE</b> <b>Better Stories are emotional.</b>	Emotions have a role to play in even the most technical presentations or complex business stories. People make decisions with their hearts before they justify them with their heads.	 <b>How to Tell a Story</b> The Moth
06.	<b>Is the readability score of your story low enough to resonate with your audience?</b>	<b>BREVITY</b> <b>Better Stories use strong verbs &amp; short sentences.</b>	Better Stories contain big ideas, small words and short sentences. Big stories don’t need big (buzz)words. Better Stories also create a high impact when they have a low readability score.	 <b>The Art of Brevity</b> Grant Faulkner
07.	<b>How will your story (or the way to tell it) genuinely surprise your audience?</b>	<b>LEVITY</b> <b>Better Stories are surprising.</b>	Better Stories use the element of surprise to make them more memorable. (Especially if the goal of the story is to flip the response state of the target audience from negative to positive).	 <b>Surprise</b> Tania Luna & Leann Renninger
08.	<b>Can you make this story even stronger by simplifying it more?</b>	<b>CLARITY</b> <b>Better Stories are understandable.</b>	Better Stories simplify complexity and communicate effectively. Audiences are not persuaded by what you say but by what they understand.	 <b>Think Simple</b> Ken Segall
09.	<b>What exactly do you want your audience to do once they’ve heard your story?</b>	<b>CHARITY</b> <b>Better Stories inspire action.</b>	It’s not enough for a story to make an audience FEEL something. Better Stories create so much urgency and optimism that the audience is inspired to DO something.	 <b>The Responsible Company</b> Yvon Chouinard & Vincent Stanley