

5 Ways To Tell a Better Story

You may hear the advice that the best way to engage customers is through “strong storytelling.” But this may leave you asking the question, “What makes a good story?”

A good story is simple, straightforward and evokes emotions. Think of a group of school children, sitting together and all leaning in towards the same book. A story does not need to be complex to be powerful. For many of us, our favorite stories are those from our childhood.

It's best to go back to the basics. Sit back and we'll tell you the tale of 5 tips to writing a stronger story...

1) THINK OF YOUR AUDIENCE

Before you begin telling your story, think of your audience. Think of their demographics—their age, geographic location, occupation, interests, etc and then think of that audience's needs. How can your story help meet their needs? A good story offers something to its audience.

2) FEELING ALL THE FEELINGS

The best stories are rooted in emotion. They make us feel things. While the professional world sometimes feels a bit more polished, don't be afraid to be vulnerable in your storytelling. Authenticity creates stronger connections. When in doubt, go with your heart.

3) BE SPECIFIC

You may think keeping details more generic and broader will help a story resonate with a wider audience. However, the best stories find small, specific details that help anchor the story in reality and create a more specific picture. Instead of saying, “The weather was fine” you can say “The air was cold and smelled like roses.” Which leads us to our next tip...



4) ENGAGE THE SENSES

One of the easiest ways to engage readers in a story is to engage the senses. Sound, sight, smell, taste, touch...when you incorporate the five senses your audience will feel a stronger connection to the story.

5) KEEP IT SHORT

Rest easy in knowing that a good story does not need to be long. In fact, shorter is often better. Keep the central need of your audience in mind and be authentic. When in doubt, simpler and shorter is better.

Good luck crafting powerful stories that resonate with your customers. And, we hope, you all live happily ever after.