Once Upon a Time

1. What was the story about?

________________________________________________

2. How did it make you feel?

________________________________________________

3. What is your call to action?

________________________________________________

Storytelling is about:

_________________________ ________________________ ______________________

“What you’re trying to do, when you tell a story, is to write about __________________________ that made you feel some particular way.

And what you’re trying to do, when you tell a story, is to get the audience ________________________.”

The Elements of a Story

• Universal
• __________________________ appeal

• A clear ________________________
• __________________________

• A ________________________to root for
• Simple and focused
What is Your 6 Word Story?

- Six words. That’s all you get. Experiment and have fun with it!
- Has had a beginning, a middle and an end. It has an emotional appeal.
- Write whatever sparks in your mind. You are free to use the prompt words in your story, but it’s not required.
- You can continue with the 6-word stories (non-rhyming) if you like.

Related Resources

1. Six Rules of Great Storytelling as Told by Pixar (taken from Buffer Podcast #85)

2. Clear + Vivid with Alan Alda (Podcast) – topics range from truth telling to sources of empathy in storytelling. Our favorite episode is with Tina Fey who talks about the transformative power of improv

3. The Alda-Kavli Learning Center at Stony Brook University - https://www.aldacenter.org/aklc

4. Cole Nussbaumer Knaflic’s Storytelling with Data: A Data Visualization Guide for Business Professionals. Available at Amazon.com or special order from bookstores.


   (there are also 138 videos on storytelling at https://www.ted.com/topics/storytelling)