



Think Training

TIPS ON THE ART OF STORYTELLING FOR BUSINESS

To stand out from the crowd, to be found by new customers, to make sure that our message is properly heard and understood by those we want to talk to, there is no better way than the art of telling a good story.

1

DRAW ON REAL LIFE EXAMPLES; DO NOT MAKE THEM UP BECAUSE YOU WILL NOT EARN THE CREDIBILITY YOU ARE SEEKING



2

IN YOUR STORY, GET YOUR COMPANY VALUES ACROSS. THINK ABOUT WHAT DIFFERENTIATES YOU FROM EVERYONE ELSE. THAT IS YOUR MORAL



3

MAKE THE STORIES COLOURFUL. PROVOKE AN EMOTIONAL REACTION.



4

USE THE APPROPRIATE FORMAT— NOT JUST WRITTEN WORDS. THE CONTENT HAS TO BE DIGESTIBLE AND SHAREABLE



5

LEAVE PEOPLE WANTING MORE; GIVE THEM A REASON TO COME BACK. PREPARE FOLLOW UP CONTENT.



6

WIIFM? (WHAT IS IN IT FOR ME?) WHAT IS THE READER/VIEWER GOING TO GET OUT OF IT?



7

WHO OR WHAT IS THE 'BADDIE'? (CAN BE A FEELING, A SENSATION, AN EVENT OR ANY OTHER NEGATIVE ELEMENT).



8

GENERATE A CALL TO ACTION. DESCRIBE THE OBSTACLES TO OVERCOME.



9

PROVIDE A SOLUTION... YOUR SOLUTION. AFTER ALL THAT, WHY SHOULD SOMEONE CHOOSE YOU?



For more information on our storytelling seminars and workshops, and how it can help your business become more profitable, contact us on

thinktraining.fr/info@thinktraining.fr/[+33\(0\)6 26 64 11 83](tel:+330626641183)