

Matthew Taylor's 8 Tips to Great Storytelling

Presented by PERSUASION*through*NARRATIVE

The Irresistible Power of Story as an Essential Business Tool

Why are stories important?

C Stories **connect** us. We are hardwired for stories.

P Stories are **persuasive**. They move people to action.

R They make facts memorable, so they can be **recalled** and told forward.

Stories allow the audience to see the real you

They help build relationships, earn trust, and develop strong team dynamic

Matthew's 8 Tips to Telling a Great Story:

1. Be sure to include both Facts + Feelings (Moment of Reflection)
2. Know what your story is about and get to it!
3. Make it personal. What did you think? How did you feel? Why?
4. Include details and specifics. It's not just a car...it's a 1998 red Dodge Dart with 270,000 miles on it! And use people's names.
5. Create vivid images. Remember the brain doesn't distinguish between a lived image or an imagined image.
6. Show rather than tell.
7. Come from a place of truth and honesty.
8. Make people care, and leave them with hope.

"Stories teach, model, unite, and motivate by transporting audiences emotionally. They are the most effective form of human communication... and the most effective way of translating ideas into action." -Peter Guber, CEO, Mandalay Entertainment

matthew taylor | 720.341.5658 | matthew@matthewtaylor.com |
www.matthewtaylor.com