

# Your storytelling crib-sheet

Journalistic techniques to maximise memorability, sharing and action.



**Before you write, work out what your big idea is, by using these three steps:**

- 1. What is your unique POV on a topic?**  
For example, all advertising needs a hook and tension that includes a universal human truth.
- 2. What's at stake for those who do/don't adopt your POV?**  
For example, narrative without conflict dulls engagement and consumers won't download.
- 3. Write it in a sentence.**  
For example, emotional tension creates a plea for help that consumers can't ignore.

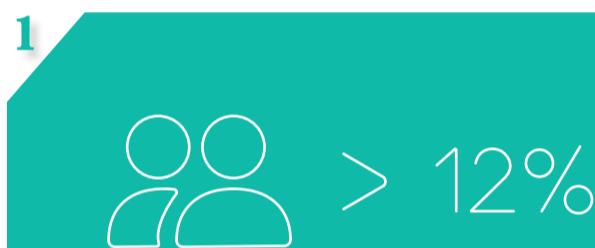
**A great idea is the crux of great storytelling – not data.**

## Get focused and get to the point

**AND...BUT...CONSEQUENTLY**

**Then reverse the order and you have your story:**

Before you go in you need to know what you want to say.  
The message, the mission, the movement of where you want to head.



**Put your audience before your data, research and facts.**



**Start with the headline:**

The audience shouldn't need to read everything to know what the story is about.



**Put the best bit first**

Tell them what you're going to say, say it, then tell them what you've said.



**Uber-ise your work:**

Don't let the audience wait to find out what this is about.



**Why do I really care?**

Think what, so what, now what.



**Remember to use the power of Bad:**

Use it to create tension and deepen the excitement and opportunity from your work.



**Edit more than you write:**

Writing should only be 25% of your time. Gathering your insights, organising and editing make up the other 75%.

**5 ways to make your message stick.**



**A story charts a change:**

think about how you are shifting people, moving the audience from their current vs. new reality.



**Drop the audience into the action:**

put them in the scene and set the tone for the story.



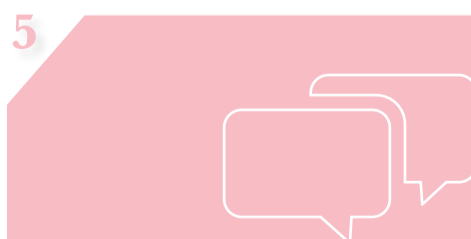
**Be intentional choosing your first and final words:**

you need to both hook them in and leave them thinking.



**Goldilocks theory:**

not too many or too few words.  
To offer less: eliminate doubles  
To offer more: cover the senses



**I tell you this because...**

what is the job to be done with your story.

Please reach out if you'd like to know more; run a storytelling session; or share a brief with a story-led agency.

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