

## Tips for Creating & Sharing a Story

1. A good story has a definitive beginning, middle, and end. Your audience needs to see something happen to someone or something. Keep your story short, simple, and easy to remember. Your story should take no more than three minutes to share orally. If printed, it should fit on one sheet of paper.
2. A good story is about someone who connects emotionally to the listener.
3. Good stories name their characters. It is easier for your audience to “meet”, follow, and care about your characters if they have names (even if you have to make them up). Your listener will care more about “Tom” than about “a man”.
4. Good stories immediately establish the where and when, and help your audience be transported into the setting of your story. There’s a reason why stories start, “A long, long time ago, in a land far away...”
5. Have your story illustrate one theme or idea. What is your story *about*?
6. Unfold your story through events, not explanations, descriptions, or summations. Don’t tell; show.
7. Good stories contain sensory details that engage the listener. Let your audience know what something feels, looks, tastes, sounds, or smells like. This helps your audience “be” in the action of the story and picture it for themselves.
8. Good stories contain emotion; they don’t just tell us about people, things, and events, they let us feel them as well. The emotion in your story can range from excitement or awe to satisfaction, recognition, or relief.
9. Good stories come to a hard stop. Have a last line: knowing where you are going keeps you from getting lost along the way. A strong finale conveys confidence and enthusiasm.
10. A great story contains conflict. There are 3 types of conflict: personal/internal (including apathy!); conflict between 2 people (an antagonist); and external, such as the economy, or a natural disaster.