

Critical Elements in a Successful Story

Webinar With Lise Twiford and Viken Mikaelian

Those who
tell the stories
rule society.*

They also
raise a lot
of dollars!†

Plato



Viken



We process a story differently than a rational discussion. Studies show that the more emotional a story is, the more oxytocin, or empathy, it can produce and therefore the more captivating the story can be. We're just wired this way.

01 Keep it simple

02 Inject emotion & empathy

03 Some tension

04 Be personal

05 Know it by heart

06 Have a purpose

07 Must have a hero

08 Appeal to all 5 senses

09 Use power of suggestion

10 Deep humor if possible

*True quote. †Another true quote.