

STORYTELLING FRAMEWORK

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STORY STRUCTURE - *Tell it like a pro!*

Stories require structure, and while there are many different structures to choose from, most structures are complicated and difficult to implement in everyday life and in business. For your convenience, I have tested almost every single story-structure, and I have fallen in love with a simple 4-step structure which will elevate your stories to the next level.

THE PREP

The main focus of the prep is to steer and prepare the listener for the nature of the story. This will set the tone for your story.

Example: I thought you would never ask. A year ago a client wrote to me and asked me the same thing, funny enough another one did the same two weeks ago, it must be a trend.

BACKGROUND

The background allows for the context, the visual description and the challenge. This is a great place to include the hook.

Example: They wanted us to transmit the project to a new platform and were concerned about the security of the transition. Luckily they came to us first. I told them that it was a smart move and request that others would probably fail.

DEVELOPMENT

The development builds the story, introducing one layer at a time. It reflects what has happened, how it happened and positions the audience to receive information in a certain way by providing details, such as location and includes hooks.

Example: We completed the project and did everything according to our 7-step project setup, which is just like a pre-check of a fighter airplane before it takes off. We checked and re-checked everything before the transition of the project commenced. Just like a flight controller we guided them as they transitioned from point A to point B. We provided a secure frequency with a scrambler, not hackable and ensured a smooth transition. And finally, just like ground control, when the transfer was complete, we made sure to guide the client, ensuring that they fully understood the new platform.

CONCLUSION

A good conclusion closes off the story in a meaningful way. The main objective is to provide the listener with a lesson.

Example: Six months after we helped the client, I received an email from the CEO. It started like this; "Thank you for saving our project - and my company. I have recommended you to..."