Six Steps to Effective Storytelling

By Jay Golden
Founder and Author of Retellable
What's News

Business and Finance

CAYNE PLEADED with EU official to reverse their decision to allow consumer fears. Prime

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Taiwan's Lee challenges

Taiwan's Lee challenges...
We would all tell your story if you would help us just.

WOULD  TELL  YOUR  IF  YOU  WOULD  JUST
ALL  STORY  IF  WOULD  HELP
US
What do we remember?

100,000 words                        34 gigabytes
Your brain is on story

Dopamine
Cortisol
Oxytocin
Details anchor memory
Our brains sync on stories
WHAT IS A STORY?
A problem
A journey
KINDS OF STORIES
Impact stories
HOW DO STORIES WORK?
Change.
Once upon a time...
And then one day...
Because of that...
And because of that...
And because of that...
The Innermost Cave
Until Finally...
And because of that...
Ever since then...
Anchoring the change...
TELL YOUR STORY
Build Your Repertoire

Go-Tos
Reserves
Key Insights
Go-tos
Insights
Two Key Prep Questions
Six Steps to Effective Retellable Stories
1. Reclaim the past
2. xact change only

Change.
3. Make them deeper
4. Retell levate out
5. and the meaning
6. Retell the practice
6. Reclaim the past
5. and your meaning
4. and your meaning
3. Take them deeper
2. Take them deeper
1. Exact change only
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www.Retellable.com