

Telling Your Story

IT'S WHAT WE'VE BEEN DOING FOR
GENERATIONS

What not to do

1. GIVE UP

2. THINK THAT YOU'RE DONE

What's the purpose of telling your
story?

TO REPLICATE YOUR OWN IDEA(S) IN THE MINDS AND
HEARTS OF YOUR AUDIENCE.

5 Ways to make your story resonate

#1 Include different perspectives

- LIVED EXPERIENCE
- WITNESSED
- LEARNED
- IMAGINED

#2 Find your message

WHAT'S YOUR ANCHOR?

Aristotle's Rhetoric

3 TECHNIQUES OF PERSUASION

#3 Logos

DOES IT MAKE SENSE?

#4 Pathos

SPEAK TO THE HEART

#5 Ethos

ARE YOU CREDIBLE?

Helpful tips

- PRACTICE WITH PEOPLE WHO YOU TRUST
- PRACTICE IN THE MIRROR
- RECORD YOURSELF
- LEARN YOUR AUDIENCE
- HAVE A SIMPLE CALL-TO-ACTION