

Telling Stories Tip Card Sheet

TELLING STORIES

"No one ever sold anybody anything by boring them to death."

- David Ogilvy



Personal Stories

These are the most effective stories because they enable the audience to connect to you.

- Use Vivid Detail: sight, sound, smell, taste and feel
- Show – Don't Tell
 - Tell: "He frightened me."
 - Show: "He was 6'5", had a scar across his cheek and moved like a grizzly bear."
- Share vulnerabilities and failures to connect and motivate audience.
- Three Important Elements:
 1. Conflict – a fatal flaw
 2. Decision – courage to change
 3. Discovery – transformation takes place

Other's Stories

Examples from articles/speeches of Harvey Mackay

"We all know of Helen Keller who was blind at age 6 months and who went on to earn a law degree and be a brilliant writer. She was visiting a college as a speaker and a student asked, "Miss Keller, is the worst thing that could happen to anyone is to lose their sight?" "No," she replied. "The worst that could happen is to lose one's vision."

"Sam Walton, the founder of Wal-Mart, knew the value of a smile. He used to ask his associates to raise their right hands and execute a pledge: 'From this day forward, I solemnly promise and declare that every customer that comes within 10 feet of me, I will smile at, look them in the eye, and greet them, so help me Sam.'"

More stories at www.mackay.com

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Metaphor/Analogy

"Who Moved My Cheese?" - Metaphor for how people deal with change. Story of four mice who have personalities with which we can all identify.

Metaphorical Story: 'Pace of Business Too Fast'

"Five years ago I could drive down our city street at 30 miles an hour. If some kid's baseball rolled in front of me I could easily put on the breaks. Today there's a freeway going through the city carrying drivers like me at 80 mph. If someone threw a baseball and it landed on the freeway, it could cause major injury to everyone zooming by."

Parable

Plato's Parable of the Cave

A group of men lived their whole lives chained together inside a cave. The only light they ever saw was the flicker of fire. One day, one of the men breaks free of his chains and makes his way to the entrance, where he sees an entirely new world – one of sunlight, greenery, flowers and animals. He returns to tell the other s but they refuse to listen and stone him to death, believing he has gone mad.

Fable

Famous story of the Tortise and the Hare has important moral: Slow but steady wins the race.

More at www.aesopfables.com

Cartoons

There's a Peanuts cartoon in which Charlie Brown is having a bad day. He struck out for the third straight time. In disgust, he says, "Rats!" Back in the dugout he laments to Lucy, "I'll never be a big-league ballplayer." Lucy responds, "You're thinking too far ahead Charlie Brown. What you need is more immediate goals. When you go out to pitch, see if you can walk out to the mound without falling down."

Historical Stories

In January 1848, James Marshall discovered gold at Sutter's Mill touching off the California Gold Rush. Thousands from around the world came. Of those only a handful made it rich and the rest went bust. But, they all bought shovels.

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