

The Storytellers Checklist

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People are moved by their heads and their hearts. Data alone won't convince people. Knowing this, many companies have adapted a storytelling approach with their customers. An engaging story helps to deepen the human connection and increase the likelihood of ideas being remembered. It also distinguishes the presenter from others.

If your company has embraced this approach, the Storyteller's Checklist will insure your success.

- 1. Does your story make a single point? Is the point obvious? You should never attempt to re-explain your point.
- 2. Is your story the right story for this audience? Is it relevant to the person or business?
- 3. Does the story have an emotional component? Does it grab attention? A boring story interests no one and wastes time.
- 4. Does your story have a plot with a beginning, middle or end? Is there a clear resolution to a problem?
- 5. Have you made your characters interesting? Can we picture them? Can we see how they look, what they are doing, or how they feel?
- 6. Do you know where you will use this story in your conversation? For example, is it when concerns arise concerning your solution? Inserting a story should appear seamless.
- 7. Have you practiced your story. Consider taping yourself. Tell your story to a spouse or friend and get their reactions, as well.
- 8. Is passion or energy apparent in your body and voice when you tell your story? A poor storyteller will ruin the best tale.
- 9. Can you tell your story in 2–3 minutes? If not, perhaps you are adding too many unnecessary details. Maybe you are rambling.
- 10. What do you want your listeners to think, feel or remember from your story?
- 11. What action do you want listeners to take as a result of your story?
- 12. What questions might your story evoke? Preparing ahead for any tough questions will prevent you from being caught off guard.

Becoming an expert at storytelling is a terrific way to make a salient point. It builds trust and enhances the likelihood that the customer will act on your recommendations. If you have made a check by each of the twelve questions, you are ready. The more you use this model, the better you will become.

We're interested in your reaction to this article. Click here – to comment on this article, share your concerns or ask questions about incorporating stories into your conversations. Judy will respond to all questions.

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