



SCAN ME FOR MORE INFO!



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JAY'S STORYTELLING TIPS

Who's my audience and why should they care?

HOW TO *FIND* YOUR STORY

Anyone can find a story, but do you have the *RITE* story?

R – Relatable (*Is it relevant to their lives?*)

+

I – Impactful (*Does it solve a problem?*)

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T – Timely (*Can it be connected to happenings in their world?*)

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E – Effective Stories

HOW TO *TELL* YOUR STORY

To tell your most compelling story, use the *FMCs*!

FOCUS – A strong focus will make your message more understandable for your audience and easier for you to tell.

MOMENTS – From a twist or turn, to humor or an amazing fact, moments keep people's attention.

CHARACTERS – Every story needs a character. People bring your content to life. They make it more relatable and understandable.

"IF YOU WANT PEOPLE TO DO SOMETHING, YOU GOT TO MAKE THEM FEEL SOMETHING FIRST."

Remember: Facts inform. Facts through a *STORY* inspire!