

Tips for Evolving Your Story's Influence

Be Personal:

- Use personal experiences to demonstrate real-life impact.
- When possible, use data to show your experience is one example of a bigger context.

Be Precise:

- Be clear and direct about your goal.
- Use facts.
- Know your audience and listen to what they say.

Be Prepared:

- Tell it to friends and family.
- Have answers to questions ready.
- Be confident.

Be Persistent:

- **Make the call to action clear. Your audience should leave knowing what you want them to learn and to do.**
- Ask follow-up questions.
- Send thank-you email/letter.
- Stay on their radar.

Sample Story Structure

Introduction:

- Say your name.
- Make it personal—let the audience get to know you.

State Your Goal:

- Why are you speaking to them?
- What do you want them to learn, understand, do?

Use Facts:

- Provide concrete examples, not just general statements.
- Be specific, using numbers when available.

Call To Action:

- Restate your goal.
- Lay out the next steps.
- Leave them with background materials.
- Follow up.

Get more information and resources:
forces4quality.org/storytelling