



## Question To Ask As You Prepare to Share Your Story:

1. Who will the story impact?
2. Is this for the audience you have or the audience you hope to reach?
3. What will catch their eye as they scroll?



# Why Storytelling Works:

**Emotion:** When you hear a story and feel a personal connection, it's based on some fascinating neuroscience facts. While hearing a story, many more areas of your brain activate and become engaged. That's why it develops personal connections and creates deep emotional attachments better than facts.

**Action:** The connection and emotion that stories arouse don't just pull on our heartstrings; they can influence our behavior substantially.

**Value:** Stories have a substantial influence on our perceiving the value of something.

**Memory:** Storytelling is embedded in our culture, engraved in our hearts, and thus, has a connection with our memory.



# Tips For Storytelling:

- **Facebook** : It works well if you want to captivate audiences with incredible stories rather than promoting a new product or driving traffic to another site.
- **Instagram**: Be a visual storyteller by making a visually appealing Instagram profile and portray an exciting story simultaneously.
- **Twitter**: It's a great idea to have your own hashtag that spreads your brand's story. It enables you to collect other people's stories in your community.
- **YouTube**: **Video is the future of marketing.** It can capture people's attention more than text content.
- **TikTok**: **Video is the future of marketing.** It can capture people's attention more than text content.