Know Your Audience

Consider your listener. Are they conservative? Are they an ally? Do some research beforehand to help develop your angle and your strategy. Be aware of time and place.

Pick a Moment in Time

Don’t know where to start? Think back to a moment in time when you faced a challenge, made a choice, or had an epiphany. Did that moment teach you something? What can it teach us?

Develop Your Self, Us, Now

Using the structure of Public Narrative, your story should flow from a personal moment in time (you), to how that effects or reflects the values of your community (us), and end by motivating your listener into action (now).

Create a Call to Action

Be specific and leave your listener with a solution. Answer the question, “what can I do about this *now*?” A powerful story draws the listener in, connects them to you on a deeper level, puts them in the ending – your story can build a strong partnership to create change.

Don’t Forget the Details

Sticky myths around poverty require even stickier truths. Your story can be the catalyst to change hearts and minds but you’ll be more successful if you can create a picture in the mind of your listener. Invite the five senses into your story, set the scene, create a memorable visual.

Be Brave, Be Bold, Be Honest

Stories are sacred. Develop and hone your story to be as effective as possible using *your* honest experience. Your story is a powerful tool.

If someone else’s story moved you and you’d like to include for worthy impact, ask for permission. Sharing lived experiences is powerful and should be handled with care.

Storytelling Workbook <http://tinyurl.com/RESULTSworkbook>

Public Narrative <http://www.results.org/skills_center/activist_toolkit/>