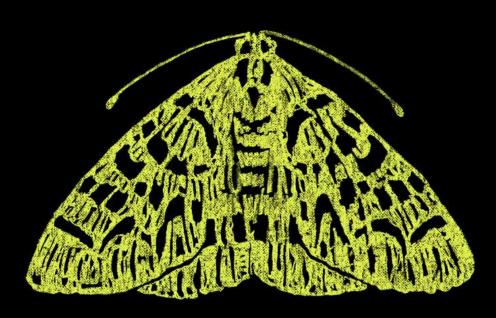
## HOW TO TELL A STORY

# 



THE ESSENTIAL GUIDE to MEMORABLE STORYTELLING from THE MOTH

HOW



### TOTELL



ASTORY



MEG BOWLES, CATHERINE BURNS, JENIFER HIXSON,
SARAH AUSTIN JENNESS, and KATE TELLERS
Foreword by PADMA LAKSHMI Introduction by CHENJERAI KUMANYIKA



#### **BEGINNINGS**

**ASK YOURSELF:** 

WHEN DID YOU FIRST REALIZE THERE WAS A PROBLEM IN YOUR COMMUNITY THAT NEEDED TO BE SOLVED?

### **ENDINGS**

# HOW DID YOUR ORGANIZATION SOLVE THE PROBLEM?

### STAKES

# WHAT HAPPENS IF YOU *DON'T* SOLVE THE PROBLEM?

WHAT HAPPENS IF YOU DO?

#### MOMENTS OF CHANGE

#### **EXAMPLE:**

JAMALA, goes from a HOPELESS teenager serving life without parole.

to

A free man who is there to support and give hope to others when they are released from prison.

#### MOMENTS OF CHANGE

#### **EXAMPLE:**

MARTHA, goes from someone who hates her job so much that she sits in the parking lot, trying to force herself to go inside.

to

Someone who loves her job, and greets her joyful members every day as they exit the bus.

#### MOMENTS OF CHANGE

#### **EXAMPLE**:

TEL'LARIO, goes from a 7 year old who sees that there are people who cannot afford fresh produce.

to

A 16 year old who runs a farm which provides free, fresh produce to his community.

#### SCENES

Where possible, take us into a moment with you.

"Show don't tell".

5 Senses: what did you see, hear, smell, taste? Did you touch anything?

#### **EMOTION**

Don't be afraid of emotion. The greatest storytellers of our time show emotion in every talk they give.

If you show me how much you care, I am more likely to care too!

#### MORE STORYTELLING TIPS

1. Don't memorize

- 1. Practice saying it OUT LOUD (ideally to someone else)
- 1. Don't rush remember to BREATHE.

1. If you are speaking from stage, take a moment to gather yourself before you speak.

#### MORE STORYTELLING TIPS

5. Remember to pause. Use pauses in speech like you would a paragraph on the page - it breaks things up for the listener and helps them take in what you are saying.

6. See the memories as you tell the story, like you're watching a movie and telling us what you see.

7. Have FUN!

#### Q&A

**CATHERINE BURNS** 

**CB@CATHERINEEBURNS.COM** 

https://www.linkedin.com/in/catherine-burns-054838/

IG: @thecatherineburns