

HOW TO TELL A STORY

THE MOTH



THE ESSENTIAL GUIDE *to* MEMORABLE
STORYTELLING *from* **THE MOTH**

HOW



TO TELL



A STORY



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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

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