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The most important skill you've never been taught:

Storytelling

10 dead-simple tips to make you a better storyteller:

Cut the fluff

Most people amble on in backstory for 10 minutes or write an intro paragraph.

This is a waste of time.

Find the interesting parts of your story, jump right to it, and provide as little backstory as possible.

Start with the end in mind

What do you want the outcome of your story to be?

- Customer buying a product
- Friend laughing his ass off
- Investor giving you money

If you start with the end in mind, the intro and middle naturally funnel to that target.

Make it emotional

People make decisions based on emotion.

But it's impossible to make your audience feel everything.

Nail down 1-2 emotions and direct the entire story to amplify those.

I regularly refer to this chart from @ShaanVP: <https://t.co/dGxLMnKUYJ>

LOL - that's so funny
WTF - that pisses me off
AWW - that's sooo cute
WOW- that's amazing!
NSFW - that's crazy.
OHHHH - *now* I get it!
FINALLY - *someone said what I feel!*
YAY- that's great news!

Raise the stakes

Apple realized the iPhone was competing on the same few features each release.

So it raised the stakes: privacy.

This tells two stories:

- Apple protects your privacy
- Competitors exploit your privacy

The story became a feature with iOS 14.5. <https://t.co/zNvUdq2uHa>



Use data intentionally

Numbers tell, stories sell.

But if used well, data backs up the story you're telling.

I aim to use 1-3 high-impact data points to support my stories.

Keep a story log

You have story-worthy moments every day but forget almost all of them. Simple fix:

- Create a two column spreadsheet (date and story)
- Before bed, take two minutes to write the best story from that day

You'll start seeing stories everywhere.

Structure your story

Humans gravitate to structure. Luckily there are tons to wrap around your story:

- Hero's Journey
- StoryBrand
- Three Act

Here's the structure JK Rowling used for the 5th Harry Potter: <https://t.co/vltjXNmdXX>

NO	Time	Topic	Notes	PROPHET	Chal/Key	D.A.	O.P.P	Steps/Notes	Hook
13	OCT	Plot and Feedback	Handwritten notes on plot structure and feedback.	Handwritten notes on prophecy.	Handwritten notes on Chal/Key.	Handwritten notes on D.A.	Handwritten notes on O.P.P.	Handwritten notes on steps.	Handwritten notes on hook.
14	NOV	The Order of the Phoenix	Handwritten notes on the Order of the Phoenix.	Handwritten notes on prophecy.	Handwritten notes on Chal/Key.	Handwritten notes on D.A.	Handwritten notes on O.P.P.	Handwritten notes on steps.	Handwritten notes on hook.
15	NOV	The Deathly Hallows	Handwritten notes on the Deathly Hallows.	Handwritten notes on prophecy.	Handwritten notes on Chal/Key.	Handwritten notes on D.A.	Handwritten notes on O.P.P.	Handwritten notes on steps.	Handwritten notes on hook.
16	NOV	Black Notes	Handwritten notes on Black Notes.	Handwritten notes on prophecy.	Handwritten notes on Chal/Key.	Handwritten notes on D.A.	Handwritten notes on O.P.P.	Handwritten notes on steps.	Handwritten notes on hook.
17	DEC	Rita Redman	Handwritten notes on Rita Redman.	Handwritten notes on prophecy.	Handwritten notes on Chal/Key.	Handwritten notes on D.A.	Handwritten notes on O.P.P.	Handwritten notes on steps.	Handwritten notes on hook.
18	DEC	St. Mary's Hospital for Magical Maladies and Injuries	Handwritten notes on St. Mary's Hospital.	Handwritten notes on prophecy.	Handwritten notes on Chal/Key.	Handwritten notes on D.A.	Handwritten notes on O.P.P.	Handwritten notes on steps.	Handwritten notes on hook.
19	DEC	(Name)	Handwritten notes on (Name).	Handwritten notes on prophecy.	Handwritten notes on Chal/Key.	Handwritten notes on D.A.	Handwritten notes on O.P.P.	Handwritten notes on steps.	Handwritten notes on hook.
20	JAN	Handwritten notes on (Topic)	Handwritten notes on (Topic).	Handwritten notes on prophecy.	Handwritten notes on Chal/Key.	Handwritten notes on D.A.	Handwritten notes on O.P.P.	Handwritten notes on steps.	Handwritten notes on hook.
21	FEB	(Topic)	Handwritten notes on (Topic).	Handwritten notes on prophecy.	Handwritten notes on Chal/Key.	Handwritten notes on D.A.	Handwritten notes on O.P.P.	Handwritten notes on steps.	Handwritten notes on hook.
22	FEB	Coworker	Handwritten notes on Coworker.	Handwritten notes on prophecy.	Handwritten notes on Chal/Key.	Handwritten notes on D.A.	Handwritten notes on O.P.P.	Handwritten notes on steps.	Handwritten notes on hook.
MARCH	(Topic)	Handwritten notes on (Topic).	Handwritten notes on prophecy.	Handwritten notes on Chal/Key.	Handwritten notes on D.A.	Handwritten notes on O.P.P.	Handwritten notes on steps.	Handwritten notes on hook.	
APRIL	(Topic)	Handwritten notes on (Topic).	Handwritten notes on prophecy.	Handwritten notes on Chal/Key.	Handwritten notes on D.A.	Handwritten notes on O.P.P.	Handwritten notes on steps.	Handwritten notes on hook.	

Talk to a niche

Great stories aren't told to everyone.

They're told to the specific group of people who will resonate most with them.

The idea of "1000 true fans."

Nail the hook

It doesn't matter how incredible the rest of your story is if nobody sticks around for it.

A few guidelines:

- Punchy
- Short
- "Big if true"

Here's the hook Steve Jobs used for the iPhone product launch: <https://t.co/00iNWor5CB>

Sell the transformation

Great storytelling boils down to the transformation the Hero goes through.

Nike never sells its clothing — it sells what the clothing can do for you.

"If you wear our stuff, you'll jump like LeBron, run like Ronaldo, and hit like Serena." <https://t.co/u9T3iY7TEC>



Hope you enjoyed that!

I write about storytelling 1-2x times per week. Follow [@nathanbaugh27](#) so you don't miss those.

Here's another one you may enjoy: <https://twitter.com/nathanbaugh27/status/1505890197086552066>

Storytelling is the most important skill you can learn.

Try my free weekly newsletter to improve yours: <http://www.worldbuilders.ai/subscribe>

The story log concept seems to be resonating

here's mine (started it july 1)

the key for me has been keeping it short and informal. it provides just enough context to jog my memory

idea came from the book storyworthy: <http://amazon.com/Storyworthy-audiobook/dp/B07GT7BMJV/>
<https://t.co/cvQUIc8Gdz>

Date	Story
July 1, 2022	Met a friend and his 2 year old daughter for dinner. Turns out her favorite food is sea bass. Sophisticated
July 2, 2022	Walked all the way around the Rio in madrid, took like 4 hours
July 3, 2022	Hit 225 on bench finally
July 4, 2022	Spent the 4th in Spain with a bunch of americans all decked out in red, white and blue. Good time at Retiro
July 5, 2022	
July 6, 2022	Started to feel terrible -- never had covid so we'll see
July 7, 2022	Still feeling terrible
July 8, 2022	And... it's covid haha
July 9, 2022	Getting better but may go nuts in this apartment all day
July 10, 2022	Read 100m offers by alex hormozi. truly great book
July 11, 2022	Still in the apartment, passing the time with fifa and writing
July 12, 2022	Tested negative and feeling great LFG
July 13, 2022	Went for my first walk in about a week. It's crazy hot in Madrid but felt great
July 14, 2022	Packing for Sevilla / Malaga and E does not know how to pack light wow
July 15, 2022	Sevilla at 5pm was a ghost town (113 temp) but around 9pm turned into a full on party
July 16, 2022	The Alcazar and plaza de espana lived up to expectations -- awesome sites
July 17, 2022	The white city trip got interesting as one town was hosting its annual bull fighting festival. Ronda is dope
July 18, 2022	Train to malaga, went down to the beach and a bird pooped on E hahaha
July 19, 2022	Staying in this beautiful spanish hotel, haven't felt more relaxed in a while
July 20, 2022	
July 21, 2022	Back to madrid and spent the day packing as our apartment is a mess
July 22, 2022	E graduated! i'm officially the dumb one in this relationship