

HOW TO TELL A D*MN GOOD STORY

1 Choose a relevant story

Reflect on your story from the audience's point of view. Does it go with what you want to say or the point you're trying to make? A story that strays too far from what you want to say will only confuse your message, and this is not what you want to do.



2 Know your audience and adapt



The audience in front of you will determine the type of language you should use. Are you talking to your friends or family? Or are you speaking to colleagues at work? In any cases, make sure the audience can clearly see what's in it for them so they can identify to your story.

3 Set the scene

Clearly establish what the context was when the story occurred. Engaging your audience's senses will help them imagine the situation in detail—and even imagine themselves in your place when. What was the temperature? Was there any special smell in the air? What else was around you in that moment?



4 Keep it short



The best stories are the shortest, as we say. If your story gets too long, you risk losing part of your audience, and boring those who do stick around. There is such a thing as "too short," as well, so be prepared to either add details or chop some off when necessary.

5 Use tension

It's important to establish tension to make your audience feel when something is about to happen. Describe the challenge you faced in a way that makes them crave the rest of your story. Be not only descriptive but expressive about those climatic moments.



6 Know your punchline



No matter the final purpose of your story, keep it interesting (and relevant) all the way. It can be meaningful, funny, tender, a combination, or something completely different. Just know what it is and where you deliver that final feeling.

7 End with a grand finale

Chances are your audience will remember your story by how it ended. After you build suspense, your story needs closure, and every question left in the air should have been answered (unless that hanging curiosity was the story's purpose). Make it magical by giving your story a satisfying close.



8 Practice telling your story



As much as your story should feel natural when you tell it, it's always better to be prepared. Once you've decided which elements you want to include, practice your delivery and body language to render your story as focused and powerful as possible (without rehearsing it to the point that it's the same every time you tell it).