



*Familiar stories are trusted. Unfamiliar stories may have to work to establish trust.*

*Don't censor the drama of a real-life story. Taking out the 'bad bits' damages trust.*

### TRUST IN THE TELLER

Our feelings about a storyteller influence our reaction to their story.



### FAMILIARITY

The more familiar a story feels, the more powerful it is.

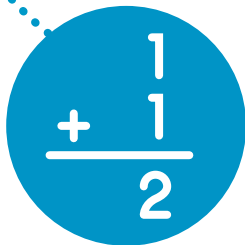
*It's easier to fill in the gaps if a story is familiar.*



### AGENCY

Stories are most persuasive when readers work out their meaning for themselves.

*Tell a simple story so people reach the conclusions you want them to.*



### SIMPLICITY

Simple stories are strong stories. Take out everything that doesn't serve the narrative.



# WHAT REALLY MAKES A GOOD STORY?

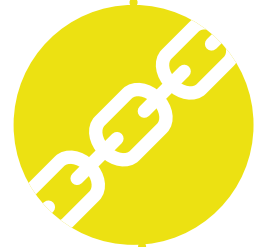
STORYTELLING has become one of the most popular techniques of marketing communication. *It's a very effective way to engage audiences, convey information and influence people without using overt persuasion.* This graphic shows the characteristics of great stories, as found by academic researchers and professional writers.



### DRAMA

Stories need dramatic development and emotional dynamics.

*Real life has ups and downs, so people relate to stories with drama.*



### RELATABILITY

The more people identify with a story, the more likely they are to be persuaded.

*People are drawn into stories they can relate to.*



### IMMERSION

The more readers put themselves into a story, the more likely they are to change their opinions.