

## How Do You Create A Powerful Story

<p>First, it's about finding that <b>emotional core</b> of your message.</p>	<p>Think about where you were when you first heard of 9/11. Chances are that you'll remember exactly what you were doing. But if you had to think about a day earlier, you'd probably struggle.</p> <p>Information attached to <b>pain or pleasure</b> creates an emotional core.</p>
<p>Next, you must be <b>authentic</b>.</p>	<p>Rather than focus on what you are going to get out of telling your story, shift focus to how the story will move your audience and give them an insight.</p> <p>Your <b>intent</b> is your authenticity or not.</p>
<p>Keeping in mind that a story is <b>not a monologue, but a dialogue</b></p>	<p>People are emotional owners of stories they hear or see. Think of a movie you truly love. That's your thing, isn't it? People will become advocates and ambassadors of your stories.</p> <p>But they can't unless you have a <b>generous goal</b> and <b>listen</b> actively.</p>
<p>Lastly, you must <b>know when to move on</b></p>	<p>Don't just keep following your script at the audience when the environment isn't right. There is a perfect time for every message. <b>Timing Is Everything</b>. Assume that the audience is always intelligent. If you aren't getting a reaction you anticipated, then that's a time not to dismiss the audience but to engage in a dialogue to learn.</p> <p>Play it truthfully and emotionally, create a dialogue, and practice.</p>

Be interested, not interesting, else the audience will never take it in.  
Story telling is a skill, you learn through doing. Keep doing, keep telling, keep learning.