

Unlock the story from data

SECTION 3 – Story Create: How 2's



- How to create titles that cut through
- How to use hooks to grab attention
- How to tell personal stories
- How to use archetypes to bring your message to life
- How to use metaphors to make it easy
- How to use scenarios to finish on a high

Section 3: Story Create

How to create titles that cut through





First impressions count.

“On average, 8 out of 10 people will read your headline copy, but only 2 out of 10 will read the rest.”

- Brian Clark



Stands to reason the better the title, the better your chances of what you have written being read.

Titles that don't
work:

Descriptive

Source based

Jargon filled



I have read hundreds of bland, similar, uninspiring headlines that
require re-work over the years

Titles should be:

Useful

Urgency

Unique

Ultra Specific



Here are my tips for better data and research presentation titles taken from the copywriting trainers at American Writers & Artists who teach The Four U's approach to writing headlines

Titles that work
include:

How 2

Lists

Questions

Verbs



There are lots of hints and tips available drawn from best practice of what works that you can use to get better titles

How to use hooks to grab attention



What turns
audiences off:

Methods charts

General context

Old news



The best way to kill attention is to bore people with unnecessary information



A high impact start pulls people out of whatever it is they are preoccupied with and makes them fully engage with your content rather than other distractions.

Hooks to try:

Killer stat

Quote

Question

Comparison

Scenario

Confession



Hooks can come in many different guises and can be delivered in multitudes of ways.

How to tell personal stories



Why personal stories work:

New material

Authentic

Relatable



A personal story can work well as an opening hook or can be used to illustrate the message throughout the presentation or report

Your story:

Interaction with a
brand

Related
experience



Your story is hard to contest and easy to convey

Customer story:

Individual rather
than average

Real experiences,
attitudes and
behaviours

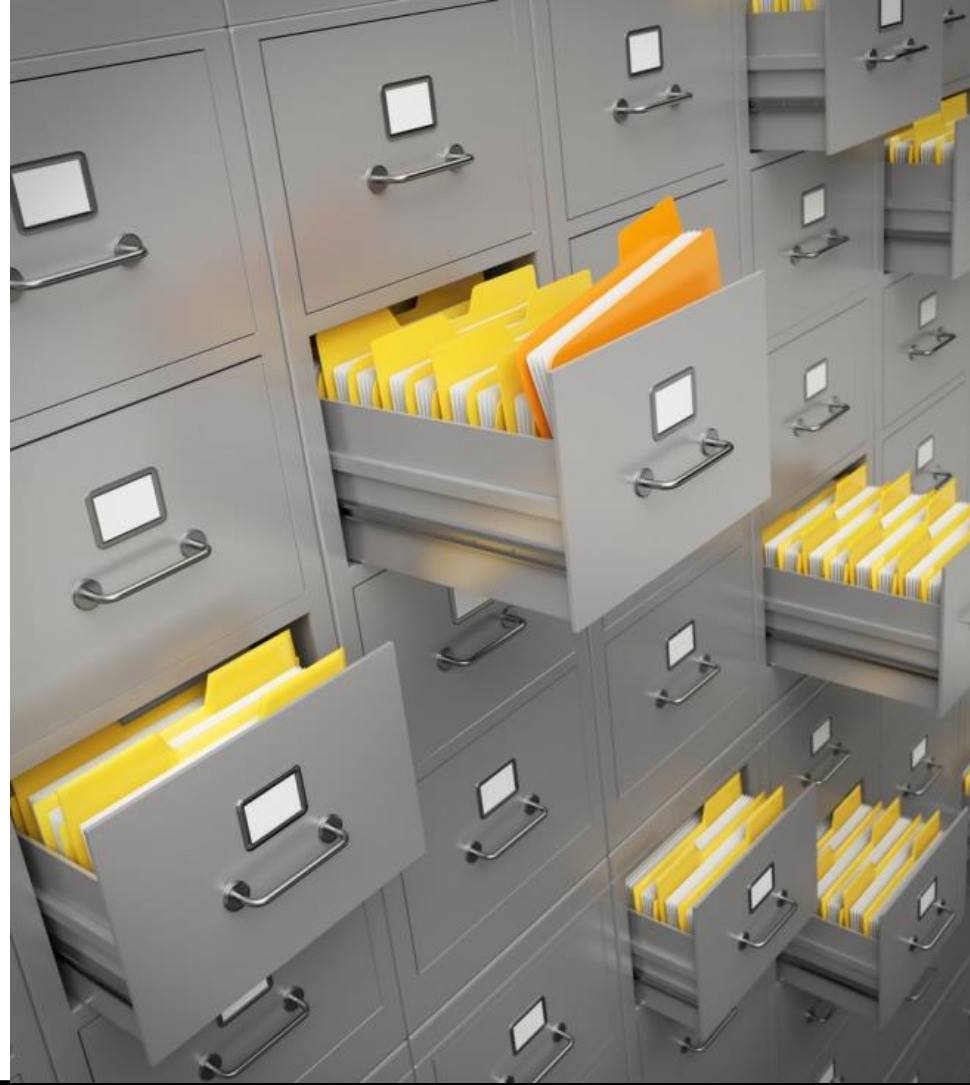


A customer or user story can have a lasting impact

Case studies:

How others have
approached

Learnings from
their experiences



A relevant case study can be a useful point of comparison

How to use archetypes to bring your message to life





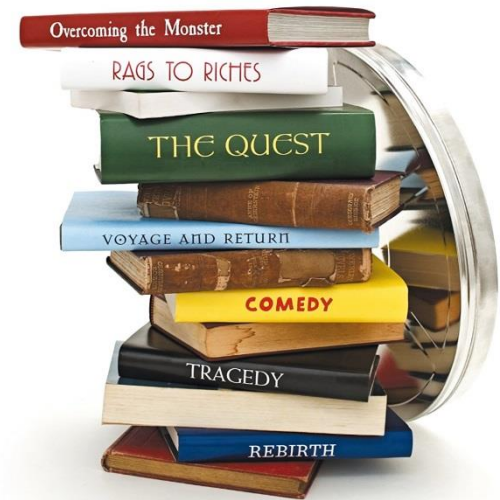
Ultimately narratives remain constant. The fundamentals of storytelling remain the same.

7 basic plots:
The Monster
Rags to Riches
The Quest
Voyage & return
Comedy
Tragedy
Rebirth

'This is the most extraordinary, exhilarating book.' FAY WELDON

THE SEVEN BASIC PLOTS

Why we tell stories



CHRISTOPHER
BOOKER

B L O O M S B U R Y

Plot archetypes inform all stories.

Monster stories:

External threats
(e.g. competitor,
regulator)

Internal threats
(e.g. process)



The hero must fight the monster

Rags to riches:

Challenger brands

Brand re-
positioning

NPD



The hero is elevated, revealing them to be exceptional

The Quest:

Customer journey

New market entry

Brand acquisition



The hero must set out on a long, hazardous journey, and will battle all obstacles until they are triumphant

Voyage & Return:

- New market entry
- New regulation



The hero travels out of their 'normal world' into the overwhelming and unknown, before escaping back to the safety of their home

Comedy:

Customer
experience



**NO SOUP
FOR YOU!**

Comedic events, normally involving mistaken identity, misunderstanding or confusion, resulting in hilarious chaos

Tragedy:

Policy or strategy
change

Market trends



This plot takes a different turn, and ends in loss or death.

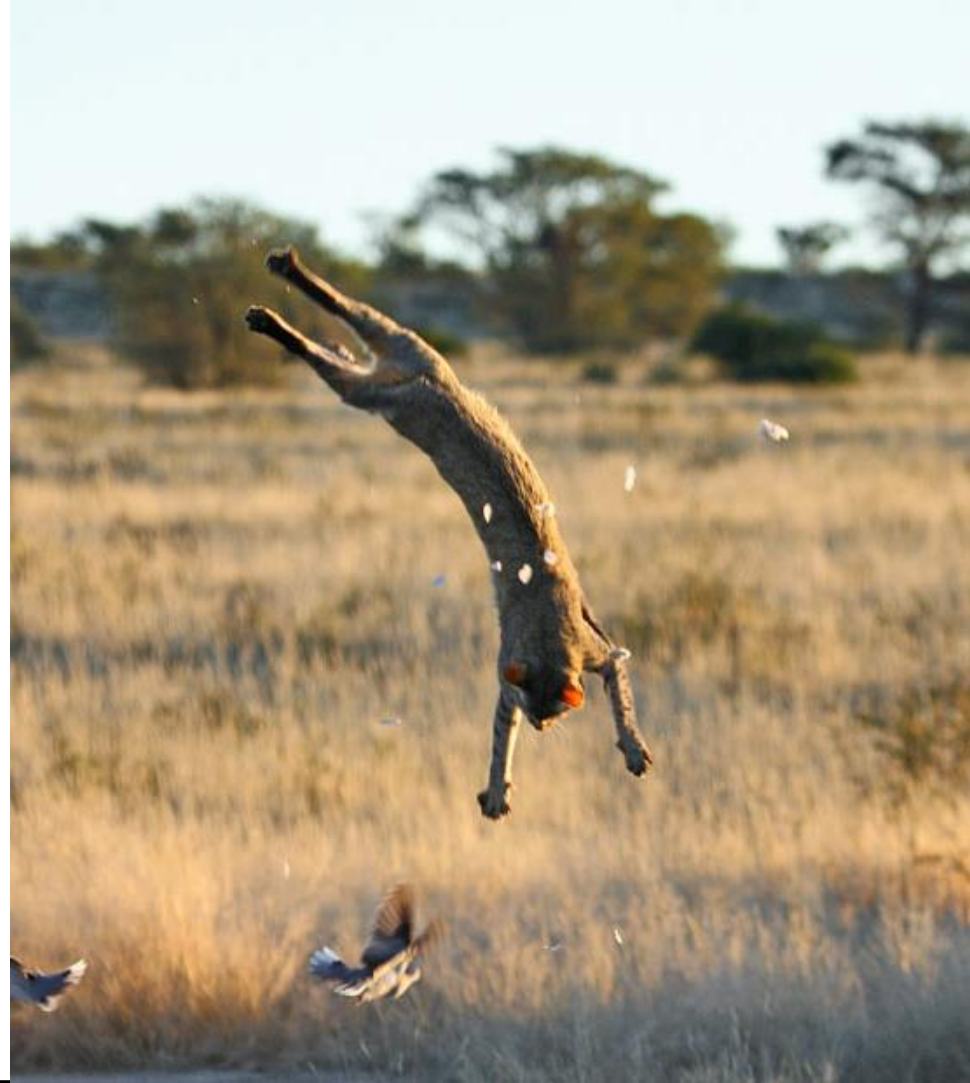
Rebirth:

Brand loyalty

Switching

Marketing
effectiveness

Brand
repositioning



The hero falls under a spell before breaking free and being redeemed.

How to use metaphors to make it easy





Metaphor provides a mental short cut to translate the abstract into something tangible and meaningful.

Why metaphors
work:

Ubiquitous

Processed as
experiences



Metaphors have been proven to have a different effect on our brain
than data



Because metaphors nearly always depend on familiar physical objects as their vehicles, they make abstract concepts more concrete and sensory-rich

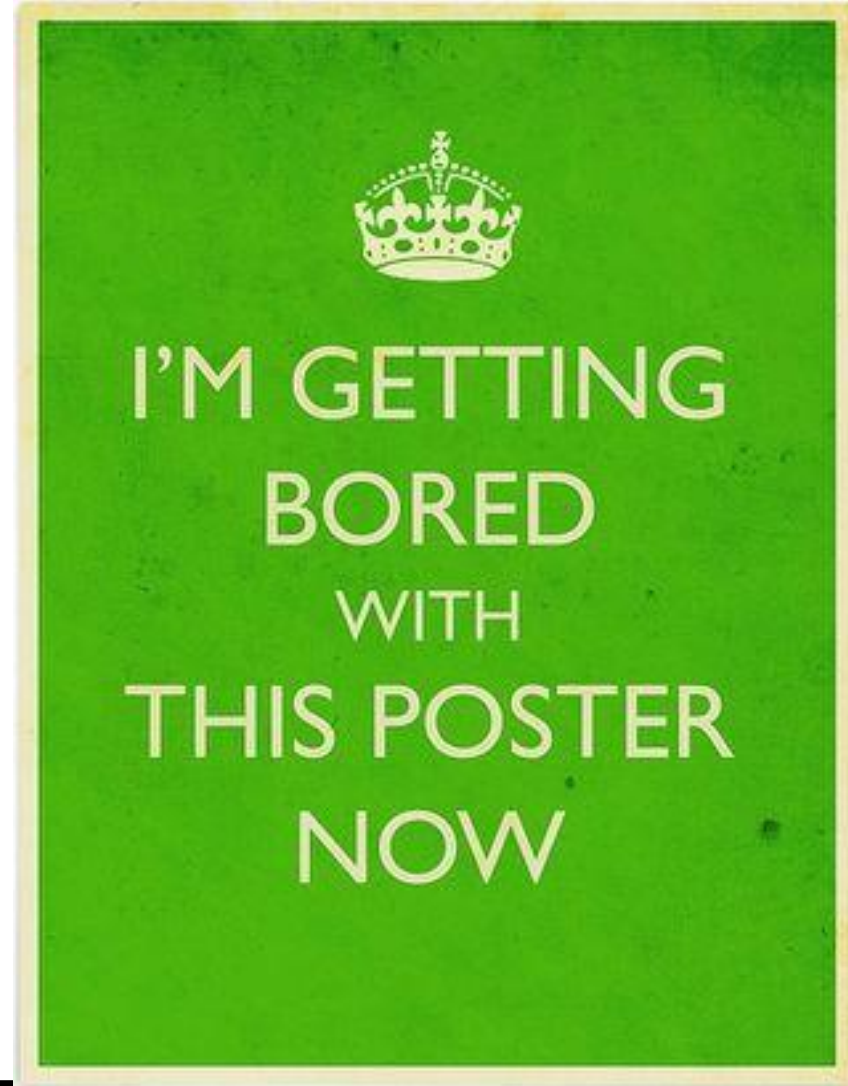
What doesn't
work:

Random

Cliché

Offensive

Over used



Metaphors come with a warning

How to use scenarios to finish on a high





Every presentation needs a good ending. It's what stays with people afterwards

Why scenarios work:

Help deal with
uncertainty

Spark thinking



Scenarios are narratives of alternative environments



**Vision
scenario:**
What if
everything
went right/
got fixed?



**Value
neutral
scenario:**
What if
something
happens?



**Fork in the
road
scenario:**
What if we
take the
other path?



**Doomsday
scenario:**
What if it all
goes
wrong?

Example scenario archetypes to use