

BY TELLING US WHAT'S GOING TO HAPPEN LATER, YOU LOSE THE TENSION IN YOUR STORY. FOR EXAMPLE, IF YOU WERE TELLING A STORY ABOUT A JOB INTERVIEW, THEN SAID, "AT THIS POINT, I DIDN'T REALIZE THAT THEY'D ALREADY GIVEN THE JOB TO SOMEONE ELSE" – WE STOP CARING ABOUT WHAT HAPPENS IN

THIS IS IMPORTANT BECAUSE, AS PAUL J. ZAK'S STUDIES FOUND, TENSION IS ONE OF THE KEY ASPECTS OF HOLDING ATTENTION IN STORIES. BY THROWING IN "SPOILERS", YOU LOSE THIS TENSION, WHICH, ZAK SAYS, IS ESSENTIAL TO CREATING EMOTIONAL RESONANCE BETWEEN THE STORYTELLER AND THE AUDIENCE.

[HTTPS://WWW.SCIENCEOFPEOPLE.COM/HOW-TO-TELL-A-STORY/](https://www.scienceofpeople.com/how-to-tell-a-story/)