

PLANNING FOR STORY MEDIUM



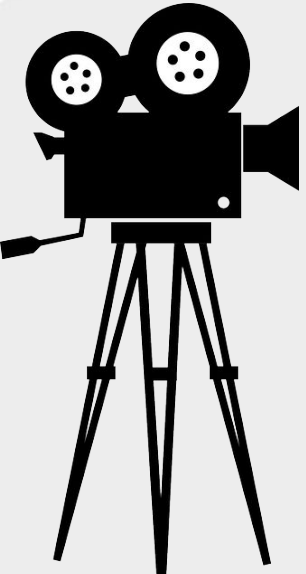
Universal Principles

- Brevity - no one wants to listen to long stories
- Stay focused and on point - no tangents
- What is the takeaway, when you get there, is there an emotional connection?



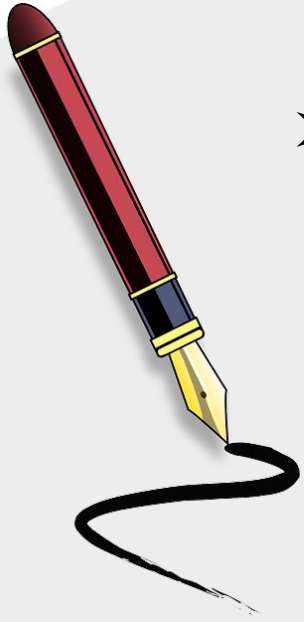
Video And Audio

- Video - what are the points to emphasize with images? Find them beforehand
- Where will you appear? Where will be a b-roll
- Podcast - story with just voice and you don't get to use body language or imagery so it must be great



Written Work

- Story arch and character development
- Imagery with words
- Is it clear? Often, things have to be extra clear because people miss many things at first



In Person

- Rehearse vocal tones, emphasis on important points, reinforcing and evoking emotion with tone
- There is no recording - it's just one take - people may not understand
- Be conscious of your delivery and performance, and if anything needs to be repeated

