# STORY ARCH AND ELEMENTS

# **Important Tangible Elements**

➢ Cause people care about - curate one for your audience

➢ Conflict and struggle

➢ Moral, takeaway, or lesson to learn

# Effect On The Listener

➢ Meaningful, impactful, human, personal connection

➢ Inspire feelings, emotions, and make it memorable

➢ Add facts and statistics to also make logical sense - for a lasting effect and impact

# **Continued...**

➢ Ongoing elements of mystery and suspense to keep the intrigue

➢ Build imagery with words, tone of voice, and visual imagery

➢ Create emotional connections