**Storytelling Writing Tips**

Three storytelling tips will help you captivate your audience during your speeches or presentations.

**#1: Start your story with a complication.**

When you tell stories during your speeches, hook the attention of your audience by starting with an enthralling intro. The beginning of your story is your opportunity to launch the audience into another time and place, as well as activate their imaginations by revealing the main character and their life circumstances.

So, what makes a gripping beginning for a story? A complication.

Here are a few examples of complications from everyday life, such as receiving an unexpected text message from an ex boyfriend/husband. The character who receives the text must decide how to react to the text message. Should she respond or ignore the text? And if she responds, what should she say?

Can you see how a complication can make an intriguing beginning for a story? Even though the character and text message in the example are fictional, you still want to know how she proceeds. Did she respond? If so, what happened next?

Here comes another example of a complication. Imagine a guy who wakes up exhausted, and hungry. Before he goes into the office for an important meeting, he needs to eat breakfast to help him wake up. After pouring his favorite cereal into a bowl, he opens the refrigerator and finds it void of any milk, or other breakfast options. What should he do? Run to the store to buy milk? Go to the meeting on an empty stomach? How will his decision impact the rest of his day, and perhaps his life?

**#2 Keep up the pace.**

Once you hook your audience with a complication in the beginning of your story, keep up your momentum in the middle of your story.

The middle of a story can be the most difficult to develop. Oftentimes, presenters fall into the storytelling trap of saying “I did this, and then I did that, and then I did this…” Doesn’t that sound like an incredibly boring story? If you tell stories in that style, most people will only hear “blah, blah, blah.”

To keep up the pace in the middle of your story, follow the structure used to create the wildly popular South Park series. So what’s the South Park secret?

Using the two words, “therefore” and “but,” South Park creators craft stories that each have a dynamic middle. When you use “therefore” and “but,” the middle of your story can unfold in this style, “This happened, THEREFORE this happened BUT THEN this happened , THEREFORE that happened.”

Here is an example based on the fictional story started above: My ex-boyfriend sent me a text and asked me to meet him for a drink, therefore \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, but \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, therefore\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, but \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The simple South Park structure made this fictional story more interesting. The rhythm created by the back and forth between “therefore” and “but” is hypnotic, and holds the attention of listeners better than simply listing the events in a “this happened, then this happened” style.

**#3 End with a moment of transformation.**

The ending is the most important part of the story. In fact, the ending is so important, you should develop your ending before you work on any other part of your story. Without a powerful ending, your story will be a flop, no matter how interesting the complication, or how exciting the plot.

To have a powerful ending, you need a gripping climax. So, what makes a good climax?

A good climax is the moment where everything changes forever—where you learned valuable lesson, or discovered something important about yourself, or made a decision that explains who you are today.

The climax is the moment of realization. Even though transformative moments are impactful, they are not always easy to identify amongst all of your other experiences. Take the time to do sift through your memories until you discover a moment of true transformation.

Ask yourself, “what moments changed my life, or the situation, forever?” Perhaps it was the moment you discovered your purpose, or uncovered the solution to a problem. Your moment of transformation will be unique to you, and therefore you are the only person who can truly select the best climax for your story.

Conclusion: Ensure that your story stands out from the crowd. **Start your story with a gripping complication, continue with a middle woven together with “therefore” and “but,” and conclude your story with a moment of transformation.** To find a story worth telling, you need to dig deep to uncover moments of transformation. You can do it. Go find your story.