

# CRAFTING YOUR STORY

## Check for Jargon

Will your audience understand every word? Ask someone outside your field to listen. If you must use technical terms, define them clearly – or better yet, use a metaphor or analogy to make your idea stick.



## Try Social Math

Make numbers more comprehensible and compelling by simplifying them or comparing them to things your audience will readily understand.



## Transport Us to a Moment

Help us see a vivid, important moment. What did it feel like to be there? Use sensory details – what you saw, heard, touched, or felt – to bring your audience into the scene.



## Make it Relevant

Make it clear to your audience why what you're telling them is worth their attention, energy, and – hopefully – action.



## Show, Don't Tell

Use sensory details to make your story more engaging and memorable – this helps your audience actively experience the story instead of just listening to it.



## Start Strong, End Strong

Grab attention early with a surprise, a question, or something the audience cares about. And leave them with something to carry – a feeling, a question, a call to action, or a memorable image.

