

Using the Story

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- * *Entertainment* is the key in storytelling. Let the story *entertain*, and the persuasive and informative elements will be remembered, too.
- * If you want your speech to be *remembered*- use story. You remembered 'The Three Bears,' and 'Jack and the Beanstalk,' from your earliest days, didn't you?
- * In Public Speaking, nothing is more effective in arousing *emotions* than story.
- * Use your stories to '*make the point*.' If the story's point is made strongly enough, statistics, data, and facts are almost superfluous.
- * Remember, stories told at '*first hand*' are those which are granted *most* credibility. So tell stories from your personal experience wherever you can.
- * The 'Nostalgia Factor.' Use those stories in which your audience has a *shared* experience wherever you can. For example, if your audience has lived through World War Two, tell them a story from that era. If they're teenagers, tell them a story from *your* teenage years. *Empathy* is the key.
- * To create *instant drama* use short (e.g. no more than eight or nine words) punchy sentences. But don't keep this up for too long, for it will lose its effect.
- * It is said that a speaker has to capture the attention of the audience within first ninety seconds and if he or she fails to do so it's a very uphill battle from thereon. With story, even if you only say, "Once upon a time, a long time ago..." you've got your listener's hooked. So *start* with a story wherever you can.
- * Develop *Story Language*. Read fiction, descriptive short stories, novels, and poetry to add colourful, emotive words to your *everyday* vocabulary.
- * Don't use a story unless it has *personal appeal* to you. If it grabs *you*, moves *you* then, told well, it will grab and move your audience.
- * In Story your *visual aid* is yourself. Don't break your audience's inner picturing by showing them something physical. Let *their* mind's do the interpretation from your *words*. Also, the less inhibited you are, the more easily you will fall into natural gesture and movement. Don't strive for effect. Let it happen.
- * As in a joke's punch line, the end of a story should bring it to its conclusion. No explanations are needed. The story should stand by itself. If the very last sentence can complete it- good. If the final word does it -excellent! Further embellishment is not needed.
- * In storytelling as in golf- if you want to get good it - practise, practise, *practise!*