



Presents



Your Guide to:
Connect to Affect

Core Principle

Stories Open Doors.



Relatable

They need to see themselves in your story.



Emotive

Help them feel a range of different emotions.



Inclusive

Invite your audience into your story.



Valuable

Create a positive change that inspires action.

Relatable

What are their struggles?

Decide the topic of your story by asking; 'what are my audience struggling with right now?' Perhaps you've face similar struggles in the past that could be shared in the form of a story.

Emotive

Make them 'feel'!

Try to include two powerful emotions in your story: **joy and sadness**. Make them laugh through self-deprecating humour and make them want to cry by opening up authentically.

Inclusive

Use the magic word 'You'!

Avoid the temptation to always talk 'at' your audience (e.g, I did this, I did that). Instead, on occasion, talk 'to' your audience by asking questions and changing your word choice.

Valuable

What's your key point?

Your story should always teach a valuable lesson. What could you share with your audience that would benefit them moving forward?