The ULTIMATE Guide to Storytelling Techniques by Story Rules

Where to use the tool \ What does the tool achieve	MAKE IT CLEAR — Comprehensive and easy to understand	MAKE IT ENGAGING — Surprise the audience	MAKE IT ENGAGING — Make it Relatable	MAKE IT ENGAGING — Reframe to show Value	MAKE IT ENGAGING — Pique Curiosity	MAKE IT PERSUASIVE — Address Fear
Craft a compelling NARRATIVE	Convert data titles to **messages**; Use 6W1H[1] to craft messages and story flow; Derive the BLUF[2] for sets of messages; Use **Pyramid Principle** to organize messages	Find the right **norm**; show **variance** from norm; Use **contrast** in writing; Use **humour** (with empathy)	Make numbers **relatable**; Add **human stories**; Add **analogies**; Use **topicality**; Make abstract **concrete**	Ask 'So-what' does it mean for audience; Connect with audience's ROI Tree	**Quiz** the audience; Control the **release of info** to pique curiosity; Use the **7Cs Framework** (based on Hero's Journey)	Leverage common **purpose**; Show **social proof**; Use Credibility/**Ethos**; Give **trial**/minimize loss; Use **scarcity**, FOMO
	Begin well: **Big picture** first, then details	Grab attention with **surprise**	Connect with what audience **knows**			
Use simple, well-highlighted VISUALS	Use **Charts Cheat Sheet** to depict messages clearly; Use **Comic-style** slides; Ensure **no mismatch** between slide contents and message	De-clutter slides and use visual **highlighting**			Use **animation**	
Prepare for DELIVERY	Clear, **well-paced**, practiced delivery	Use **Verbal** highlighting: modulate voice	Be **authentic** in your delivery		Connect **between slides** with question	© Ravishankar Iyer www.storyrules.com

Story Foundation: Know your Audience; and ensure you have relevant, comprehensive and credible Data

1. 6W1H – the seven questions that make up a data story (What happened, How Much, When, Where, Why, Why Not And What Next); 2. BLUF – Bottom Line Upfront

The ULTIMATE Guide to Storytelling Techniques by Story Rules

What does the tool achieve / **Where to use the tool**

	MAKE IT CLEAR	MAKE IT ENGAGING AND MEMORABLE				MAKE IT PERSUASIVE
	Comprehensive and easy to understand	**Surprise the audience**	**Make it Relatable**	**Reframe to show Value**	**Pique Curiosity**	**Address Fear**
Craft a compelling NARRATIVE	Convert data titles to **messages**	Find the right **norm**; show **variance** from norm	Make numbers **relatable**	Ask '**So-what**' does it mean for audience	**Quiz** the audience	Leverage common **purpose**
	Use 6W1H[1] to craft messages and story flow	Use **contrast** in writing	Add **human stories**	Connect with audience's **ROI Tree**	Control the **release of info** to pique curiosity	Show **social proof**
	Derive the BLUF[2] for sets of messages		Add **analogies**			Use Credibility/**Ethos**
	Use **Pyramid Principle** to organize messages	Use **humour** (with empathy)	Use **topicality**		Use the **7Cs Framework** (based on Hero's Journey)	Give **trial**/minimize loss
			Make abstract **concrete**			Use **scarcity**, FOMO
	Begin well					
	Big picture first, then details	Grab attention with **surprise**	Connect with what audience **knows**			
Use simple, well-highlighted VISUALS	Convert numbers to the right **Charts** and words to **images**	De-clutter slides and use visual **highlighting**			Use **animation**	
	Use **Comic-style** slides					
	Ensure **no mismatch** between message and slide contents					
Prepare for DELIVERY	Clear, **well-paced**, practiced delivery	Use **Verbal** highlighting: modulate voice	Be **authentic** in your delivery		Connect **between slides** with question	© Ravishankar Iyer www.storyrules.com

Story Foundation: Know your Audience; and ensure you have relevant, comprehensive and credible Data

1. 6W1H – the seven questions that make up a data story (What happened, How Much, When, Where, Why, Why Not And What Next); 2. BLUF – Bottom Line Upfront

The ULTIMATE Guide to Storytelling Techniques by Story Rules

STORY rules

	MAKE IT CLEAR	MAKE IT ENGAGING AND MEMORABLE				MAKE IT PERSUASIVE
What does the tool achieve / **Where** to use the tool	Comprehensive and easy to understand	Surprise the audience	Make it Relatable	Reframe to show Value	Pique Curiosity	Address Fear
Craft a compelling NARRATIVE	Convert data titles to **messages**	Find the right **norm**; show **variance** from norm	Make numbers **relatable**	Ask '**So-what**' does it mean for audience	**Quiz** the audience	Leverage common **purpose**
	Use **6W1H**[1] to craft messages and story flow		Add **human stories**		Control the **release of info** to pique curiosity	Show **social proof**
	Derive the **BLUF**[2] for sets of messages	Use **contrast** in writing	Add **analogies**	Connect with audience's ROI Tree		Use Credibility/**Ethos**
	Use **Pyramid Principle** to organize messages	Use **humour** (with empathy)	Use **topicality**		Use the **7Cs** Framework (based on Hero's Journey)	Give **trial**/minimize loss
			Make abstract **concrete**			Use **scarcity**, FOMO
	Begin well					
	Big picture first, then details	Grab attention with **surprise**	Connect with what audience **knows**			
Use simple, well-highlighted VISUALS	Convert numbers to the right **Charts** and words to **images**	De-clutter slides and use visual **highlighting**			Use **animation**	
	Use **Comic-style** slides					
	Ensure **no mismatch** between message and slide contents					
Prepare for DELIVERY	Clear, **well-paced**, practiced delivery	Use **Verbal** highlighting: modulate voice	Be **authentic** in your delivery		Connect **between slides** with question	© Ravishankar Iyer www.storyrules.com

Story Foundation	Know your **Audience**	Use relevant, comprehensive and credible **Data**	Use the right **metrics**

The ULTIMATE Guide to Storytelling Techniques by Story Rules

What does the tool achieve

Where to use the tool

Craft a compelling NARRATIVE	MAKE IT CLEAR	MAKE IT ENGAGING AND MEMORABLE				MAKE IT PERSUASIVE
	Comprehensive and easy to understand	**Surprise the audience**	**Make it Relatable**	**Reframe to show Value**	**Pique Curiosity**	**Address Fear**
	Clear **messages** on top of slides and charts	Find the right **norm**; show **variance** from norm	Make numbers **relatable**	Ask '**So-what**' does it mean for audience	**Quiz** the audience	Leverage common **purpose**
	Use **6W1H**[1] to craft messages and story flow		Add **human stories**	Connect with audience's **ROI Tree**	Control the **release of info** to pique curiosity	Show **social proof**
	Derive the **BLUF**[2] for sets of messages	Use **contrast** in writing	Add **analogies**			Use Credibility/**Ethos**
	Use **Pyramid Principle** to organize messages	Use **humour** (with empathy)	Use **topicality**		Use the **7Cs Framework** (based on Hero's Journey)	Give **trial**/minimize loss
			Make abstract **concrete**			Use **scarcity**, FOMO
	Begin well					
	Big picture first, then details	Grab attention with **surprise**	Connect with what audience **knows**			
Use simple, well-highlighted VISUALS	**Show**, don't just tell	De-clutter slides and use visual **highlighting**			Use **animation**	
	Convert numbers to the right **Charts** and words to **images**					
	Use **Comic-style** slides					
	Ensure **no mismatch** between message and slide contents					
Prepare for DELIVERY	Clear, **well-paced**, practiced delivery	Use **Verbal** highlighting: modulate voice	Be **authentic** in your delivery		Connect **between slides** with question	© Ravishankar Iyer www.storyrules.com

Story Foundation	Know your **Audience**	Use relevant, comprehensive and credible **Data**	Use the right **metrics**

The ULTIMATE Guide to Storytelling Techniques by Story Rules

STORY rules

What the tool achieves	MAKE ME UNDERSTAND	MAKE ME ENGAGED			MAKE ME CARE		MAKE ME BELIEVE/ TRUST
Where to use the tool → How	Make it Clear and Comprehensive	Surprise the audience	Pique Curiosity	Make it Relatable	Make the audience Feel	Reframe to show Value	Address Doubt and Fear
Craft a compelling NARRATIVE	Clear **messages** on top of slides and charts	Find the right **norm**; show **variance** from norm	Control the **release of info** to pique curiosity	Make numbers **relatable**	Make them **empathise** with subject	Ask '**So-what**' does it mean for audience	Leverage common **purpose**
	6W1H[1] for messages and story flow			Add **human stories**	**Humanise**: Show human element		Be **authentic** and **vulnerable**
	Derive BLUF[2] for sets of messages	Use **contrast** in writing	Use the **7Cs Framework** (based on Hero's Journey)	Anthropomorphize	Use **figures of rhetoric**	Focus on benefits not features	Show **social proof**
	Find **patterns** in data and name them			Add **analogies**			Use Credibility/**Ethos**
	Use **Pyramid Principle** to organize messages	Use **humour** (with empathy)		Use **topicality**			Give **trial**/minimize loss
				Make abstract **concrete**			Use **scarcity**, FOMO
			Begin well				
	Big picture first, then details	Grab attention with **surprise**	**Quiz** the audience	Connect with what audience **knows**	Build **common ground**		Leverage **Familiarity**
Use simple, well-highlighted VISUALS	Show, don't just tell						
	Convert numbers to the right **Charts** and words to **images**	De-clutter slides and use visual **highlighting**	Use **animation**				
	Use **Comic-style** slides						
	Ensure **no mismatch** between message and slide contents						
Prepare for DELIVERY	Clear, **well-paced**, practiced delivery	Use **Verbal** highlighting: modulate voice	Connect **between slides** with question	Be **authentic** in your delivery			© Ravishankar Iyer www.storyrules.com
Story Foundation	Know your **Audience** & be **empathetic**			Use relevant, comprehensive and credible **Data**		Use the right **metrics**	

1. 6W1H – the seven questions that make up a data story (What happened, How Much, When, Where, Why, Why Not And What Next) ; 2. BLUF – Bottom Line Upfront