⊆⊃● The ULTIMATE Guide to Storytelling Techniques by Story Rules



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

Version 1.1 | 09 Feb 2022

⊆⊃● The ULTIMATE Guide to Storytelling Techniques by Story Rules



What does the tool Where to use the tool		M	MAKE IT PERSUASIVE			
	Comprehensive and easy to understand	Surprise the audience Make it Relatable		Reframe to Pique show Value Curiosity		Address Fear
	Convert data titles to messages	Find the right norm ; show	Make numbers relatable	Ask ' So-what ' does it mean for audience Connect with audience's ROI Tree	Quiz the audience	Leverage common purpose
	Use 6W1H ¹ to craft messages and story flow	variance from norm	Add human stories		Control the release of info to pique	Show social proof
Craft a	Derive the BLUF ² for sets of	Use contrast in	Add analogies			Use Credibility/Ethos
	messages	writing	Use topicality		curiosity	Civo trial/minimiza lass
NARRATIVE	Use Pyramid Principle to organize messages	Use humour (with empathy)	Make abstract	Pro Fra		Give trial/minimize loss Use scarcity, FOMO
	Be			(based on	000 0001010110	
	Big picture first, then details	Grab attention with surprise	Connect with what audience knows		Hero's Journey)	
Use simple,	Convert numbers to the right Charts and words to images	De-clutter slides and use visual highlighting			Use animation	
well- highlighted	Use Comic-style slides					
VISUALS	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 lyer 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

Version 1.2 | 09 Feb 2022

Control The ULTIMATE Guide to Storytelling Techniques by Story Rules



What does the tool		M /	AKE IT ENGAGING A	AND MEMORABI	∟E	MAKE IT PERSUASIVE
Where achieve to use the tool	Comprehensive and easy to understand	Surprise the audience	Make it Relatable	Reframe to show Value	Pique Curiosity	Address Fear
	Convert data titles to messages	Find the right norm ; show	Make numbers relatable	Ask ' So-what ' does it mean for audience Connect with audience's ROI Tree	Quiz the audience	Leverage common purpose
	Use 6W1H ¹ to craft messages values and story flow	variance from norm	Add human stories			Show social proof
Craft a	Derive the BLUF ² for sets of	Use contrast in	Add analogies		release of info to pique	Use Credibility/ Ethos
compelling NARRATIVE	messages	writing	Use topicality		curiosity	Give tria l/minimize loss
NARRATIVE	Use Pyramid Principle to organize messages	Use humour (with empathy)	Make abstract concrete	Use the 7Cs Framework (based on		Use scarcity, FOMO
	Big picture first, then details	egin well Grab attention with surprise	Connect with what audience knows		Hero's Journey)	
Use simple,	Convert numbers to the right Charts and words to images	De-clutter slides and use			Use animation	
well- highlighted	Use Comic-style slides	visual highlighting				
VISUALS	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 lyer www.storyrules.com
Story Foundat	tion Know your Audience	Use rel	evant, comprehens	sive and credible	e Data U	se 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

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Control The ULTIMATE Guide to Storytelling Techniques by Story Rules



MAKE IT CLEAR	M _i	MAKE IT PERSUASIVE				
Comprehensive and easy to understand	Surprise the audience	Make it Relatable	Reframe toPiqueshow ValueCuriosity		Address Fear	
Clear messages on top of slides and charts	Find the right norm ; show	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	variance from norm	Add human stories		Control the release of info	Show social proof	
Derive the BLUF ² for sets of	Use contrast in	Add analogies	Connect with audience's ROI		Use Credibility/ Ethos	
messages	writing	Use topicality	Tree	curiosity		
Use Pyramid Principle to organize messages	Use humour (with empathy)	Make abstract		Use the 7Cs Framework (based on		
Be			, 1 1			
Big picture first, then details	with surprise	audience knows		Hero's Journey	<u> </u>	
Show , don't just tell	De-clutter					
Convert numbers to the right Charts and words to images	slides and use visual			Use animatio	n	
Use Comic-style slides	highlighting					
Ensure no mismatch between message and slide contents						
Clear, well-paced , practiced delivery	Use Verbal highlighting: modulate voice	Be authentic in your delivery		Connect between slide with question	www.storvrules.com	
tion Know your Audience	Use rel	evant, comprehens	sive and credible	e Data	Use the right metrics	
	Comprehensive and easy to understand Clear messages on top of slides and charts Use 6W1H ¹ to craft messages and story flow Derive the BLUF ² for sets of messages Use Pyramid Principle to organize messages Big picture first, then details Show, don't just tell Convert numbers to the right Charts and words to images Use Comic-style slides Ensure no mismatch between message and slide contents Clear, well-paced, practiced delivery	Comprehensive and easy to understandSurprise the audienceClear messages on top of slides and chartsFind the right norm; showUse 6W1H1 to craft messages and story flowFind the right norm; show variance from normDerive the BLUF2 for sets of messagesUse contrast in writingUse Pyramid Principle to organize messagesUse humour (with empathy)Big picture first, then detailsGrab attention with surpriseShow, don't just tellDe-clutter slides and use visual highlightingUse Comic-style slidesUse Verbal highlighting: modulate voice	Comprehensive and easy to understandSurprise the audienceMake it RelatableClear messages on top of slides and chartsFind the right norm; show variance from normMake numbers relatableUse 6W1H' to craft messages and story flowFind the right norm; show variance from normMake numbers relatableDerive the BLUF² for sets of messagesUse contrast in writingMake abstract concreteUse Pyramid Principle to organize messagesUse humour (with empathy)Make abstract concreteBig picture first, then detailsGrab attention with surpriseConnect with what audience knowsShow, don't just tell Convert numbers to the right Charts and words to imagesDe-clutter slides and use visual highlightingUse Comic-style slidesUse Verbal highlighting: modulate voiceBe authentic in your delivery	Comprehensive and easy to understandSurprise the audienceMake it RelatableReframe to show ValueClear messages on top of slides and chartsFind the right norm; show variance from normMake numbers relatableAsk 'So-what' does it mean for audienceUse 6W1H1 to craft messages and story flowIse contrast in writingMake numbers relatableAsk 'So-what' does it mean for audienceDerive the BLUF2 for sets of messagesUse contrast in writingMake abstract concreteConnect with audience 's ROI TreeUse Pyramid Principle to organize messagesGrab attention with surpriseConnect with what audience knowsBig picture first, then detailsDe-clutter slides and use visual highlightingDe-clutter slides and use visual highlightingEe authentic in your deliveryClear, well-paced, practiced deliveryUse Verbal highlighting: modulate voiceBe authentic in your delivery	Comprehensive and easy to understandSurprise the audienceMake it RelatableReframe to show ValuePique CuriosityClear messages on top of slides and chartsFind the right norm; show variance from normMake numbers relatableAsk 'So-what' does it mean for audienceQuiz the audienceUse 6W1H1 to craft messages and story flowFind the right norm; show variance from normMake numbers relatableAsk 'So-what' does it mean for audienceQuiz the audienceDerive the BLUF2 for sets of messagesUse contrast in writingMake abstract concreteConnect with audience's ROI TreeConnect with use topicalityUse Pyramid Principle to organize messagesGrab attention with surpriseConnect with what audience knowsUse topicalityBig picture first, then detailsDe-clutter slides and use visual highlightingDe-clutter slides and use visual highlightingUse Verbal highlighting:Use verbal highlighting:Use Clear, well-paced, practiced deliveryUse Verbal highlighting:Be authentic in your deliveryConnect with question	

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

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C The ULTIMATE Guide to Storytelling Techniques by Story Rules



What the tool achieves	MAKE ME UNDERSTAND	MAKE ME ENGAGED			MAKE ME	CARE	MAKE ME BELIEVE/ TRUST		
Where to use the How tool	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		
	Clear messages on top of slides and charts	Find the right norm ; show	Control the release of	Make numbers relatable	Make them empathise with subject Humanise: Show human element Use figures of rhetoric	Ask ' So-what ' does it mean	Leverage common purpose		
	6W1H ¹ for messages and story flow	variance from	info to pique	Add human		for audience	Be authentic and vulnerable		
	Derive BLUF ² for sets of messages	norm	curiosity	stories Anthropomorphize		Focus on	Show social proof		
Craft a compelling	Find patterns in data and name them	Use contrast in writing	Use the 7Cs Framework	Add analogies		benefits not features	Use Credibility/ Ethos		
NARRATIVE	Use Pyramid Principle to organize	Use humour	(based on Hero's	Use topicality			Give trial /minimize loss		
	messages	(with empathy)	Journey)	Make abstract			Use scarcity , FOMO		
E.	Begin well								
	Big picture first, then details	Grab attention with surprise	Quiz the audience	Connect with what audience knows	Build common ground		Leverage Familiarity		
	Show , don't just tell								
Use simple, well-	Convert numbers to the right Charts and words to images	De-clutter slides and use	Use animation						
highlighted	Use Comic-style slides	visual biabliabting							
VISUALS	Ensure no mismatch between message and slide contents	highlighting							
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 Foundatior	n Know your Audience & be empa	athetic	· ·	t. comprehensive	e and credible Dat	ta l	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

