

Elements of Effective Storytelling

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Shane Show

The Story Telling Edge

4 Elements in Balance

Relatability

Novelty

Tension

Fluency



Methods

- Ben Franklin
- Timeline
- Geographic Map
- Practice, Practice, Practice

Further Reference

- The Storytelling Edge by Shane Snow (Book, Lynda.com course and email course)
- Oversubscribed by Daniel Priestly
- Segmentation Study Guide (<https://www.segmentationstudyguide.com/>)