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TOP STORYTELLING TIPS

1

A MAIN CHARACTER IS A MUST

2

TARGET CONTENT APPROPRIATELY.

What's in it for your audience?

3

**STORIES SHOULD EDUCATE, INSPIRE,
& HAVE A CALL TO ACTION.**

4

THINK VISUALLY.

Take many photos to complement your content.
[Action shots preferred.]

5

WHEN APPROPRIATE, SHOOT VIDEO.

6

READABILITY.

Keep it simple. Write like an 8th grader.

7

CATCHY HEADLINES ARE CRITICAL.

8

**STRIVE TO CONDUCT INTERVIEWS IN
PERSON.**

9

KEEP IT RELEVANT & RELATABLE.

10

SHARE STORIES LIBERALLY.

Your work is worth it.