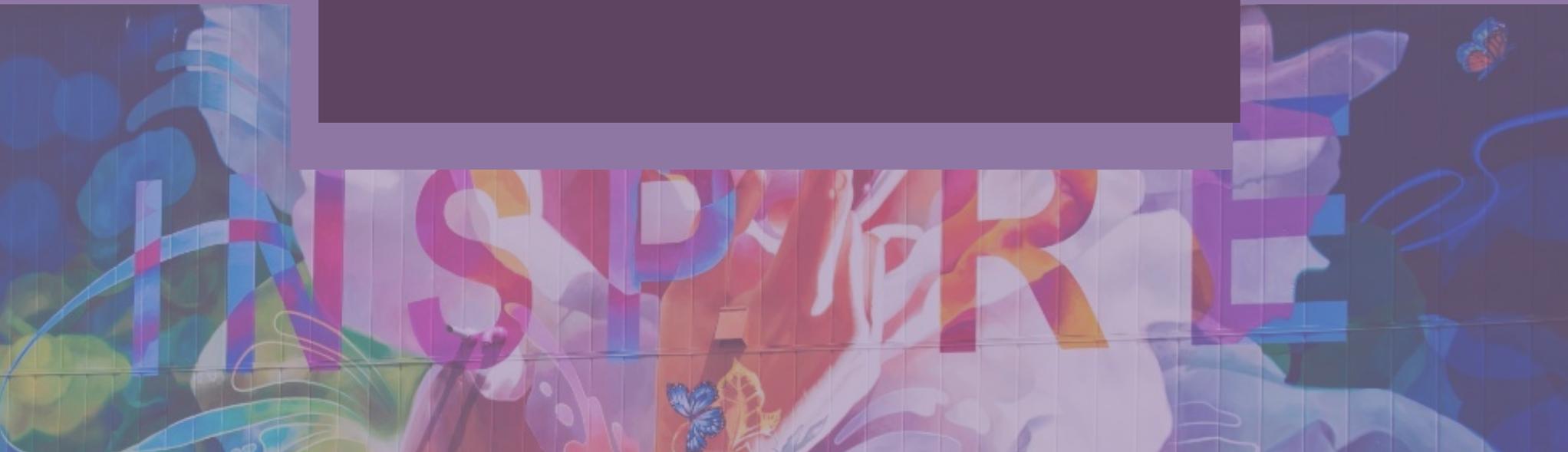




A Storytelling Checklist

Inspired Insights from **LRobInspires**



A STORYTELLING CHECKLIST

01

Make sure "you" the writer, are passionate about the story

02

Be timely and fresh

03

Make a connection from writer to reader with purpose-driven content

04

Use creative elements to enhance your story

05

Your story should Inspire

Passion for the topic

It may seem like the most basic point of advice but the reality is, if you are extremely passionate about a subject, that passion will come through your words and grab others interested in the topic. It also makes the writing so much easier to put on the page!

You'll need that passion to create authentic, transparent, and relevant content that truly stands out and creates lasting relationships with those who matter most to your brand.

It's all about contributing to the success of your mission and purpose. If you've truly found your purpose – your passion lies within it.

Tell your story!

INSPIRED INSIGHTS



Keep it fresh!

Does your story come at an appropriate time? It can be easier to relate if your story is compatible with a current event, with an area you're writing about, or at a specific moment that you are focusing on.

If you've written about a topic already, is this new story different enough to publish? Do you have value to add to keep it fresh and relatable?

Good stories are extremely original. No one wants to read about the same thing over and over again so make your story different.

Even if the topic has been covered several times, your voice and the way you tell the story can ensure it stands out.



Make a connection

3

You must make a strong connection with your audience. Is this story something they can relate to or are interested in?

Is it a story they would enjoy or that would create strong emotions in them?

To connect your purpose with people who care means you must consider them in the writing.

It's not only your story to tell, it's one that will beg to be heard.



Enhance with some creative elements!

Content is certainly not limited to just words on a page. Beautiful images that represent the moments or emotions you're conveying are powerful when it comes to pulling at the heartstrings.

Music and audio can work in the same way. If you are watching a movie and the suspenseful music starts to play, it conjures up a feeling instantly. It works.

Make the design or the container in which your story sits different. Visuals, font, background colors, video, and music all add to your story and its personality.

Know when to use words and when to use visual cues.



Inspire the reader

5

Isn't that the whole point?

You want anyone who is reading your story to be inspired to take action. Whether it's doing something for themselves, creating the opportunity for someone to do something different than they might have done before, or motivating the reader to take an action that makes a difference to someone else.

Be brave and vulnerable. You want to make an honest connection that inspires the next step or thoughtful interaction. Inspiration comes from knowing what you want the reader to do. If you can identify that, you have the first ingredient needed to inspire them to get there.

Authentic storytelling means you have to be brave enough to ask for what you want and then inspire your readers to give it to you or get it for themselves.

Thank you for inspiring us each and every day

For more inspired insights, tips, and checklists on how to reach new audiences, retain your current audience, and amplify your purpose and message, please sign up to receive our monthly newsletter.

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