WHAT'S YOUR STORY?

How to Tell It to *Really* Impact Your Audience

WHY DO WE TELL STORIES?

Because we want the people listening to **DO** something

1. To Feel Something (inspired, motivated, outraged)

2. So That They Will Act (call, go, give, support, buy)

Stories are about <u>the audience</u>, NOT the storyteller

WHAT IS A GOOD STORY?

It's Simple

- There is a beginning, middle and end
- No Jargon

It's Relatable

- Timely
- Shareable

It's Compelling

- Evokes emotion
- Draws the listener in

The story is about why you do it, not what you do.

STEP ONE: WHO IS YOUR AUDIENCE?

- What do they care about?

- What will draw them in?

- What motivates them to act?

AGRICULTURE IS AMERICA

STEP TWO: WHO ARE YOU?

- **Why** do you do it?

- **How** do you do it?

- **What** do you do?

STEP THREE: WHY SHOULD I CARE?

- How does this relate to me?

- What value are you offering me?

- How does this impact me, my family, my community?

  - Real, relatable examples

ALWAYS:

- Pick the right spokespeople

- Facts matter. Use them.

- Use humor and anecdotes.

- Use images. People are visual; paint them a picture.

HOW DOES THAT CONCEPT APPLY TO YOU?

- Break bad habits

- But why?

- Make it personal and personable

EXAMPLES

- **Make it personal:** Herons are protected by law. Herons eat fish. Herons damage expensive water gardens.

- **Make it personable:** The University of Georgia was awarded a $5.6M grant for work that could lead to development of artificial chromosomes in corn. The ability to create artificial chromosomes would provide crop geneticists a quantum leap in their ability to create corn varieties adapted to specific production needs.

- **Make it instantly interesting:** We are measuring odor from the wrong end.

LET'S PRACTICE

CONTACT AG IS AMERICA

Twitter: @AgIsAmerica
Facebook: facebook.com/agisamerica
Website: www.agisamerica.org

Terri Baumann, Account Executive
202.253.5938
terri.baumann@kglobal.com