



EVERYONE ENJOYS A GOOD STORY

but not everyone knows how to tell one. There are storytelling elements that people tend to forget, and they end up writing three-page posts that show about as much creativity as an index page. So how do you get rid of this dilemma? Take a page out of your favourite book and rethink the way you write.

When we're listening to a presentation, we use a part of our brain that processes information. This is the part that has been developed over decades of schooling, reading, and difficult math equations. However, when we're told a story, we use multiple parts, including the section that encourages imagination and creativity. This engagement is why it's generally much easier to remember a story being told to us than a PowerPoint presentation.

Before we go into some introductory tips, there is one feature of a story that bloggers should make a decision on: characters. Building a character doesn't necessarily require you to create a fictional mascot that is the star feature of all of your posts. Although this works for some brands, it is not the only way to create a connection between your blog and readers. You can also choose to change point-of-view, or use real life examples in your posts.



1

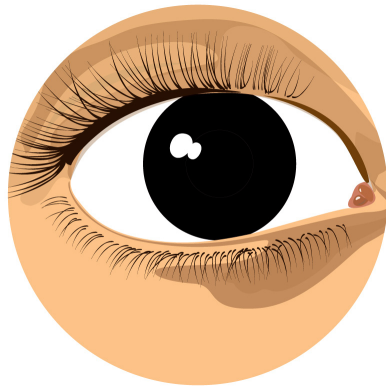
PERSONALITY IS KEY

There are a lot of blogs that read like an ingredients list: lots of information, but zero attraction. When it comes to telling your thoughts and your ideas, you need to do so in a way that reminds the reader that you're a human being. Sometimes this can mean a more colloquial dialogue, while other times it means you're adding in attitude and personal opinions. The reason why personality is so important for your blog is because readers are much more likely to follow your future posts if you're someone that they can relate to.

KNOW YOUR HERO AND KNOW YOUR VILLAIN

2

When you're writing a blog for a brand, you're often trying to sell your products or services. This means that you need to establish a problem or an "evil" that leads a reader to believe they need your help. You are their hero, and their problem is the villain. Sometimes remembering this makes it easier for people to write out their story, because they focus on the steps that the hero needs to accomplish in order for the villain to be defeated. You'll never leave a story unfinished, and this will lead to you never leaving a blog reader unsatisfied.



3

POINT OF VIEW

An easy way to turn any blog post into a story is to play around with the point-of-view. We often read things from a dramatically outside perspective, and this can lead to alienation. Readers need to feel as though there is a realistic element to what they're reading, and this can be done by changing the POV to an employee, or even to first person. It creates a feeling of immersion that can't be felt through simply talking about a service or brand.

BEGINNING, MIDDLE, END

4

The old saying of "if it isn't broken, don't fix it" seems appropriate for this tip. We have been telling stories based on a very specific format for as long as there have been campfires. The beginning is the introduction, the middle is the learning, and the end is the victory. When you're writing your stories, make sure that you're following these sections, because it will help you with the flow of your post. Also, it makes it easier to edit things along the way, because you don't have to completely rewrite your post if one section is a little incomplete.



Storytelling has been one of the most successful ways of communicating information since the beginning of time. By changing the way we write to incorporate these age-old elements we can change how much our words resonate with our followers.