

Light up your content through Storytelling

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Objectives

Part One: The Story

Part Two: Photo

Part Three: Sharing

When we hear
a story, neural activity
increases fivefold.





Case study: Two versions of this call to action for Save the Children:

Any money that you donate will go to Rokia, a seven-year-old girl who lives in Mali in Africa. Rokia is desperately poor and faces a threat of severe hunger, even starvation. Her life will be changed for the better because of your financial gift. With your support, and the support of other caring sponsors, Save the Children will work with Rokia's family and other members of the community to help feed and educate her, and provide her with basic medical care.

**Can you help
Rokia?**



Average Donation

\$2.38

Food shortages in Malawi are affecting more than three million children. In Zambia, severe rainfall deficits have resulted in a 42% drop in maize production from 2000. As a result, an estimated three million Zambians face hunger. Four million Angolans — one-third of the population — have been forced to flee their homes. More than 11 million people in Ethiopia need immediate food assistance.

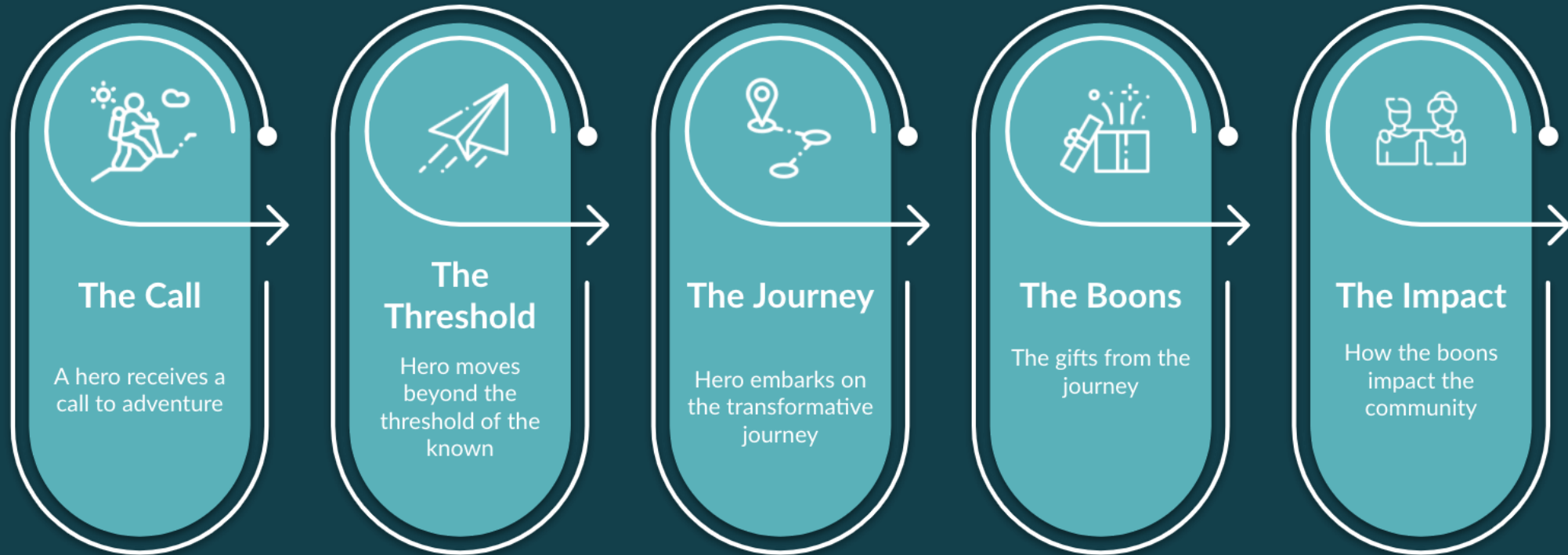
**Can you help 3
million people?**



Average Donation

\$1.14

The Hero's Journey Story Framework



OBJECTIVE

The Story

You're not the hero.



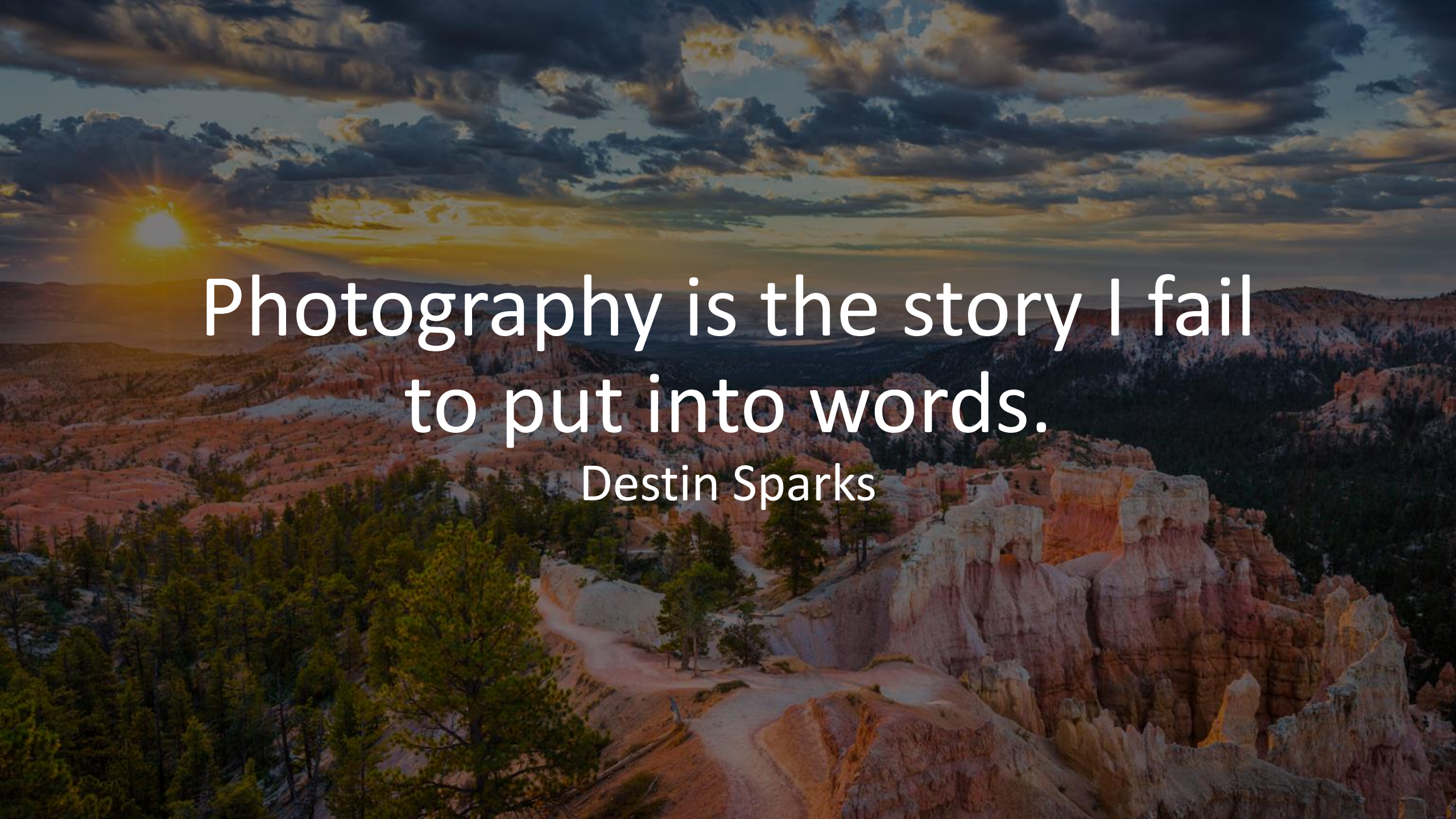
What makes a great story

- Authenticity
- Facts
- Empathy
- Brevity



whatever_heather Roger is originally from St. Lucia. He bought his crepe truck from his Parisian friend, and says he's passionate about two things: cooking and talking to people. He's great at both. Roger taught [@nicolehp](#) a little french creole to prepare her for her trip to Haiti this summer. Most notable? The name "Beth" translates to "cow". Gwen, even more unfortunately, translates to [REDACTED] We had a lot of laughs over our Nutella crepe. His kindness just shines.





Photography is the story I fail
to put into words.

Destin Sparks

Photo

What makes a photo great?

- Subject
- Lighting
- Composition

Rule of 1/3s

Grid Setting





Taking a better picture
doesn't have to be
complicated.

Vanessa just moved to
the other side to snap
this pic. Luckily, the dog
moved too.



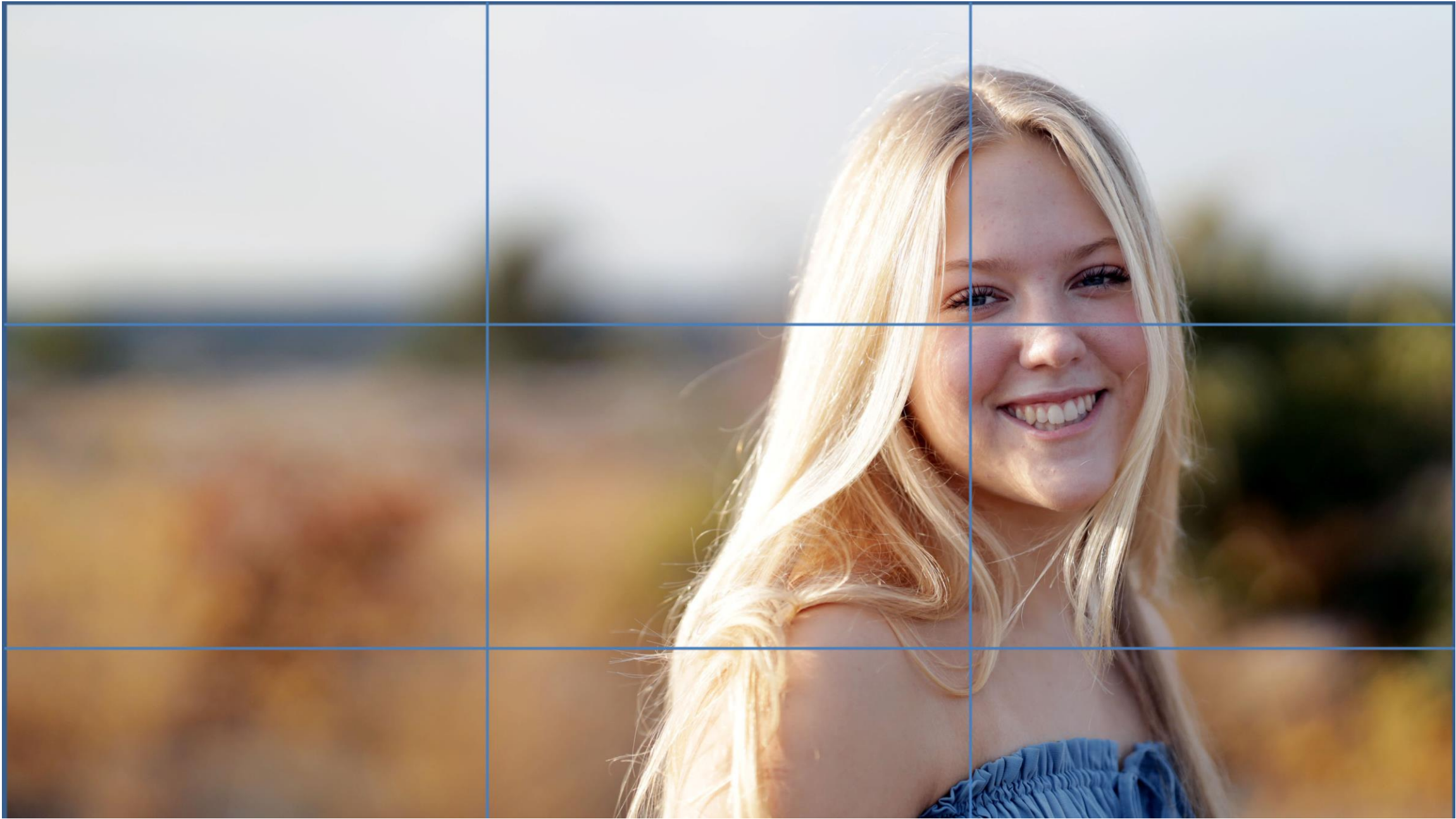




Photo Pledge:

I do not need a fancy camera.
I will not use the flash setting.
I will use portrait mode.
I promise.



Photo Breakout! (Don't be scared)

- Pair up
- Using the themes and tips we discussed, work together to take the best portrait you can of one another
- Narrow it down to one favorite photo



Story Breakout! (Be a little scared)

- Pair up again
- Using the themes and tips we discussed, interview one another for 5 minutes each
- Using your notes, craft a 2-3 sentence story, OR a great quote to pair with your subject's portrait



Text to:

404.219.9619

Or email to:

heathermworthern@gmail.com

SHARING

SAME STORY — DIFFERENT CHANNELS

- Audience
- Length
- Call to action

Where to Share

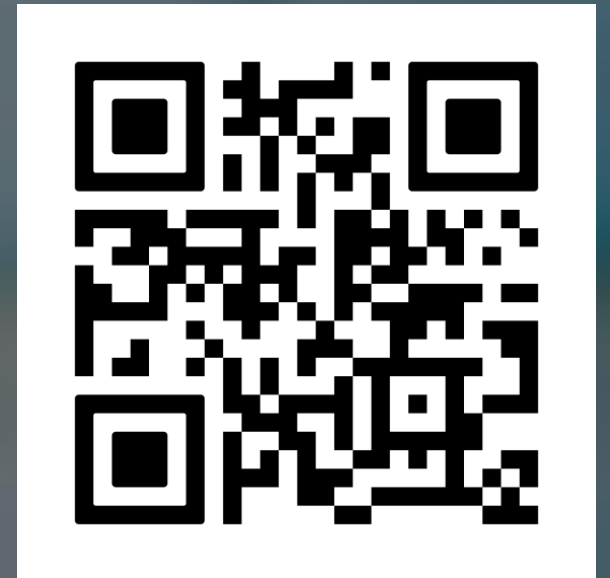
Social Media Channels

- LinkedIn
 - Facebook
 - Twitter
 - Instagram
 - Web/Blog
 - YouTube
 - TikTok
-
- How to craft multiple messages from your story
 - Where each version should live
 - Engagement – make it a conversation
 - You have a social team (whether they know it or not)



Capture the Moments. You Got This.
(And if you don't, call me)

My LinkedIn



Told you I'm bad at PowerPoint ...