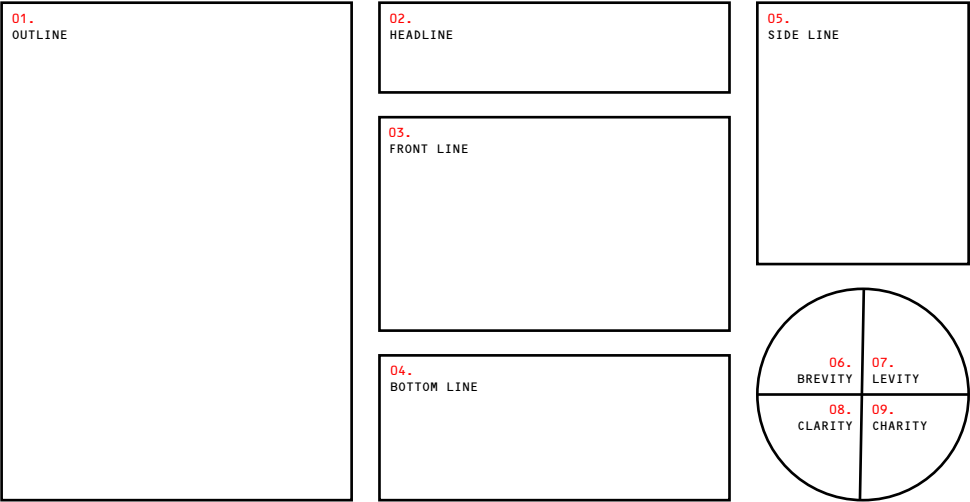


# Jeremy Connell-Waite

## Nine Principles of Better Stories.



01.

**Better Stories  
are transformational.**

All stories need a structure. (3 Acts, Hero's Journey, Sparkline, Pyramid, Beats). At their core stories are about a journey where someone (or something) is transformed for better (or worse).

02.

**Better Stories  
capture your attention.**

From powerful headlines to captivating 'cold opens', Better Stories spike levels of dopamine and oxytocin, causing the audience to constantly wonder "and then what happened?".

03.

**Better Stories  
tell the truth.**

Better Stories are relevant, important and true. Their objective is to seek truth, build trust and establish empathy as they perform a service for their audience.

04.

**Better Stories  
have measurable outcomes.**

Unless purely for entertainment value, every story should have an economic value. Better Stories are measured by how well the audience responded (and what they did next).

05.

**Better Stories  
are emotional.**

Emotions have a role to play in even the most technical presentations or complex business stories. People make decisions with their hearts before they justify them with their heads.

06.

**Better Stories  
use strong verbs & short sentences.**

Better Stories contain big ideas, small words and short sentences. Big stories don't need big (buzz)words. Better Stories also create a high impact when they have a low readability score.

07.

**Better Stories  
are surprising.**

Better Stories use the element of surprise to make them more memorable. (Especially if the goal of the story is to flip the response state of the target audience from negative to positive).

08.

**Better Stories  
are understandable.**

Better Stories simplify complexity and communicate effectively. Audiences are not persuaded by what you say but by what they understand.

09.

**Better Stories  
inspire action.**

It's not enough for a story to make an audience *FEEL* something. Better Stories create so much urgency and optimism that the audience is inspired to *DO* something.



# Jeremy Connell-Waite

## Nine Principles of Better Stories.

01.  
OUTLINE

02.  
HEADLINE

05.  
SIDE LINE

03.  
FRONT LINE

04.  
BOTTOM LINE

06.  
BREVITY

07.  
LEVITY

08.  
CLARITY

09.  
CHARITY

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