



## Start with "Why"

**Begin with a powerful "why" to engage on a personal level.**

*Example: Simon Sinek's "Start With Why" revolutionizes organizational purpose.*



## Create Relatable Characters

**Introduce characters reflecting audience struggles, desires, etc.**

*Example: Apple highlights user experiences, making the customer the hero.*



## End with a Call-to-Action

**Conclude with a clear, urgent CTA directing next steps.**

*Example: Kickstarter campaigns prompt immediate backing with strong CTAs.*



# THE ART OF STORYTELLING IN BUSINESS



## Build Suspense

**Present challenges or statistics leading to a compelling climax.**

*Example: TED Talks pose big questions, building anticipation.*



## Include a Moral or Lesson

**Offer a valuable takeaway aligned with business values.**

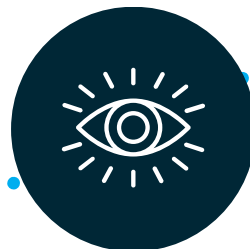
*Example: Nike ads inspire perseverance and self-belief lessons.*



## Evoke Emotions

**Stir empathy with personal anecdotes or customer stories.**

*Example: Charity: Water shares life-changing stories of clean water.*



## Show, Don't Tell

**Use visuals to illustrate impact, making the story memorable.**

*Example: Airbnb "shows" experiences in listings through visuals.*