# Storytelling – Know the story parts!

**It is storytelling, not storyshowing.**
It's tough to show a series of charts / pictures that tell a story.
You must **TELL** the story, and, **LEAD** your audience to the desired outcome!

In my world of storytelling, there are 3 parts to every story. The **GRAB**! The **GUTS**! The **GOTCHA**!
**KNOW them + PRACTICE them = SUCCESS!**
You may have heard that the three parts are: The Open. The Body. The Close. Boring! I prefer my terms.

Older studies told us we had "a few minutes" to **grab** the attention of an audience. When cell phones came along, that dropped to 1-2 minutes. When those devices became a constant gateway to social media, feeding the younger Me! Me! Me! Now! Now! Now! generation, the time for an effective **grab** dropped, rapidly.
A recent study says you have less than 10 seconds to **grab** their attention!

Effective **grabs**:
Ask a question – one the audience REALLY wants answered!
**Would you sales reps like to close 90% of all pitches?**
State a fact / statistic that would shock your audience.
**40% of us will die from preventable heart disease or cancer. What the Hell is wrong with us?**
Tell them what they'll learn. If it's what they want/need, they will listen!
**In 1 hour, I'll teach you to hit a golf ball farther & straighter than ever before!** (btw: He lied, but I listened!)
What NOT to do? Do not start by thanking everyone in the room, commenting on the weather, telling everyone what a pleasure it is for you to be there. zzzzzzzzzzzzzzzzzzzzzzzzzzzzzzzzzzzzzzzzzzzzzzz

The **Guts** of the story / presentation. Simply, **this is the series of step-by-step pieces of the story, each building off the previous, in a SLOW, logical manner, toward a conclusion.** Why is SLOW capitalized? You know why each piece is important – your audience does not. You know what is coming next – your audience does not. You know where you're going – your audience is not sure. You have had time (days, weeks, months?) to understand all you're showing/telling – your audience has had seconds, minutes.
Go SLOOOOOOOOOW!!! **PAUSE at appropriate times to allow your audience to absorb and to catch up!**
Do NOT fill the pauses with Um. Um. If you have that problem, visit a local Toastmasters meeting and ask for help.

The **Gotcha!** is a major key to your success. It is the closing comment that leaves the audience **excited** to take an action! A good **Gothca!** is short, to the point, and followed by a pause! Once you make the closing statement, you need to be silent – allow the audience the time to take your close to heart, and, to ACT! An example comes from a mentoring session I did for a lady that spoke to lunch groups, trying to get donations for a charity that helps children. Her **Gotcha**! was: "Now that you know what your donations can do for these children, take out your wallets, purses, checkbooks, and make a donation. Please place your gift in the basket by the back door as you exit after the meeting.". At that point, she would, immediately, thank everyone and turn over the room to the host. She was not getting much in donations. I made two suggestions for her close: "**Now that you know what your donations can do for these children, take out your wallets, purses, checkbooks and make a donation. I have a volunteer that will come around with a basket to collect your gifts.".** I told her, at that point, do NOT turn the meeting back to the host. I told her to keep quiet and stare at every table, moving to the next table after a few seconds, making eye contact, with someone, at each table. She needed to give people time to act, and she needed to NOT give them an excuse NOT to act! Her next presentation, she used the PAUSE and reported receiving 8 times her usual donations. She said she only had to pause and start for a few seconds before someone pulled out a wallet. The donations went viral at that point, as she continued to make eye contact at other tables.

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