



STORYTELLING SECRETS

That Will WOW Your Audience



PLAYWORKS

Playworks helps kids to stay active and build valuable social and emotional skills through play.

FROM THIS




TO THIS











DATA tells

While

STORIES Sale


“ TELL ME A FACT AND I'LL LEARN. TELL ME THE TRUTH AND I'LL BELIEVE. BUT TELL ME A STORY AND IT WILL LIVE IN MY HEART FOREVER. ”

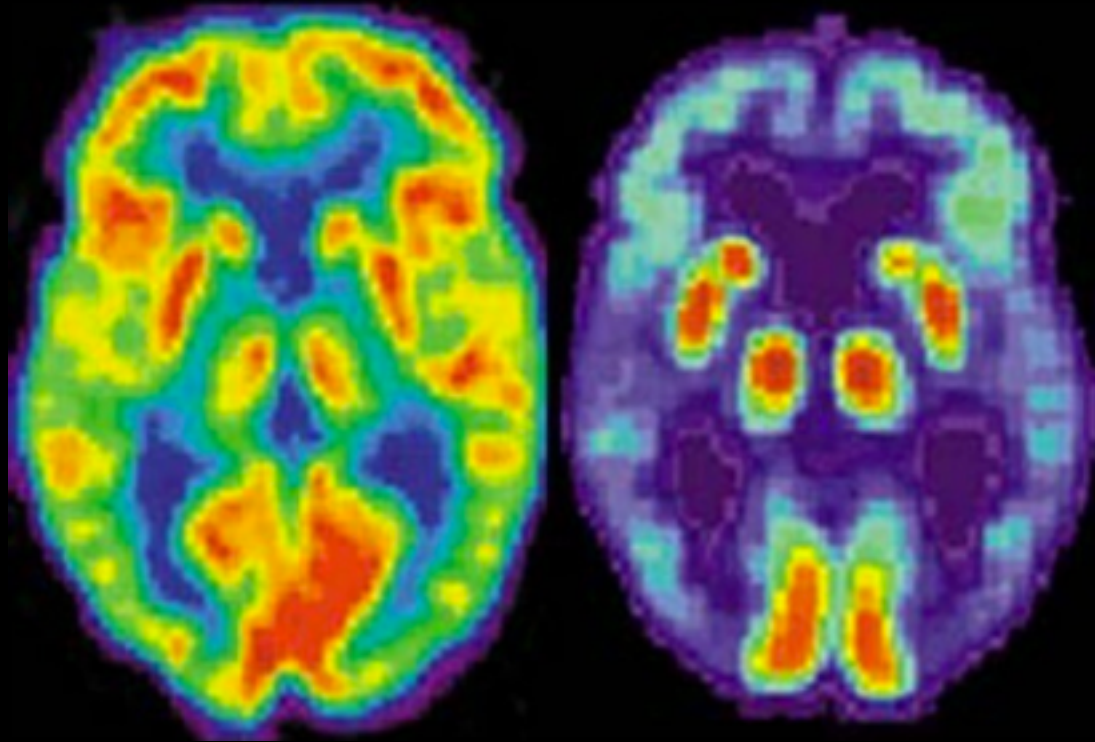
- Indian Proverb

The background features abstract, flowing, wavy shapes in vibrant red and cyan colors, set against a dark, almost black background. The waves appear to be moving from left to right, creating a sense of motion and depth.



STORIES ENGAGE OUR
BRAIN MORE THAN
DATA!

- 
- 55% increase in CTR
 - 305% increase in ROAS
 - 3 in 4 keywords result in conversion
 - 800,500 search results for terms



STORIES STIMULATE EMOTIONAL
& BIOLOGICAL RESPONSES

ANGEL'S COCKTAIL



ANGEL'S COCKTAIL

Dopamine + Oxytocin + Endorphins

Focus
Motivation
Memory

Generosity
Trust
Bonding

Focus
Creativity
Relaxed

Suspense
Cliff-Hanger
Storytelling

Empathy
More Human

Humor

DEVIL'S COCKTAIL



ANGEL'S COCKTAIL

Cortisol + Adrenalin

Intolerant

Irritable

Uncreative

Critical

Memory Impaired

Bad Decisions



Need to K.N.O.W. Your Audience



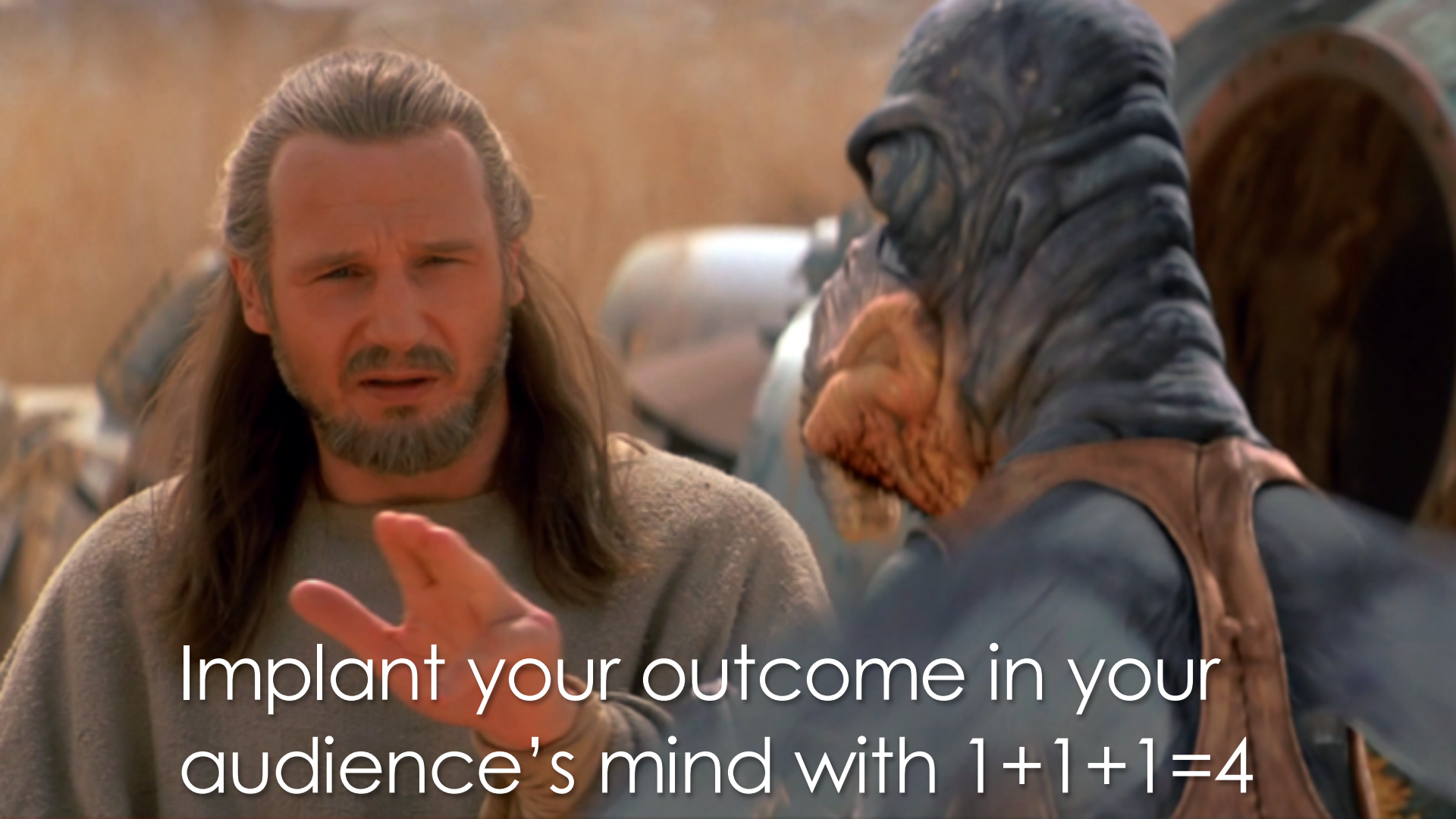
K.N.O.W. YOUR AUDIENCE

K – Knowledge of Topic

N – Need to Know

O – Opinion

W – Who are They



Implant your outcome in your audience's mind with $1+1+1=4$

S.P.A.R.K Their Attention



S.P.A.R.K. THEIR ATTENTION


S – Stories

P – Pictures

A – Analogies

R – References

K – Keep Them Laughing



“I’VE LEARNED THAT
PEOPLE WILL FORGET
WHAT YOU SAID,
PEOPLE WILL FORGET
WHAT YOU DID, BUT
PEOPLE WILL NEVER
FORGET HOW YOU
MADE THEM FEEL.”

- Maya Angelou

Questions?





Thank You!

Gary Ware

Breakthrough Play

gary@breakthroughplay.com