

THE
APPLIED SCIENCE
&
BEWITCHERY
of Storytelling

THE ABT

AND

Start here



BUT

THEREFORE

THE
APPLIED SCIENCE
— & —
BEWITCHERY
of Storytelling

THE FIVE PRIMAL ELEMENTS TO STORY



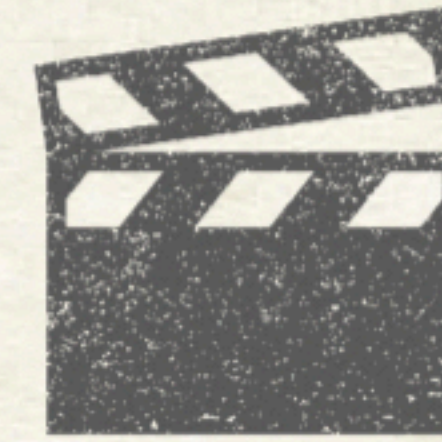
When



Where



Who



What



Aha

MEDELA MOMENTS

Build Trust



Convey Expertise



Overcome Objections



Celebrate Outcomes



THE APPLIED SCIENCE AND BEWITCHERY OF STORYTELLING™

ACT I
SETUP

ACT II
PROBLEM

ACT III
RESOLUTION

Focused theme:

This **AND** this....

BUT then that....

THEREFORE....

Story structure:



When



Where



Who



What



Aha

Your stories:



MEDELA MOMENTS



Moment of Connection



That time when...

That time when...

That time when...

Moment of Insight



That time when...

That time when...

That time when...

Moment of Influence



That time when...

That time when...

That time when...

Moment of Success



That time when...

That time when...

That time when...