



Storytelling Tips and Tricks

Keep It Short and Concise



We don't always have a lot of time to share our stories depending on the situation.

Most interviews with the media will only use one soundbite, clip or quote, so we want to make sure it counts.

Gives you more control over your voice and remember to hit the most important things.

“I Don’t Know”



Don't be an expert where you're not, feel free to say “I don't know” and talk about what you do know.

Connect with people who do have the answer.

Follow up once you can get the answer.



Practice!



Like with anything in life, being a good storyteller takes practice.

Practicing will help you feel more confident.

Build skills to improvise quickly.

We'll be doing this in our second training!



The Little Things



What do I do with my hands? (Little ball, big ball)

What do I wear? (Be comfortable/confident, but represent your cause well)

What if I'm nervous? (Remember, you're just talking to a person!)

What if I screw up? (Feel free to start over!)



Staying on Message

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Remember, we have a job to do and that is to push folks toward our call to action.

We don't need to have answers to every single question that gets thrown our way, our main goal is to get our story out.

Sometimes, but rarely, you may run into off-base question or questions that are adversarial in nature.

That's where the concept of “**Pivoting**” comes into play.

Pivoting Phrases



You can use “**Pivots**” to redirect a question so you can deliver your message:

Examples:

“I don’t know about that, but here’s what I do know...”

“Look, the fact of the matter is...”

“I don’t have the answer to that right now, but I’m happy to follow up...”

“I hear you, but...”

“The most important thing to know is...”





Zoom Tips

Looking Good on Zoom



Be lit well from the front with main source of light facing you, not the camera lens.

Try not to have windows or lights behind you.

Make sure the camera is eye-level with you, so you're not looking down at it or up at it.

The camera should be stationary and not moving around.

Wear plain, solid colored clothing. Avoid patterns and bright colors.

Mind what's in the background.

Zoom Logistics



Try to be in a relatively quiet place with as few distractions as possible.

Sign on earlier than the interview/event is set to start.

Watch what you say BEFORE the interview starts. Assume it's on the record.

Test your camera and microphone prior to the interview.

Don't talk to your screen, talk to the camera.



Let's Practice!

Scenarios



1. A zoom interview with a local TV station about an citizen lobby day held at the Capitol regarding your call to action.
2. A conversation with a lawmaker about your issue and call to action.