

THE ART OF

# *storytelling*

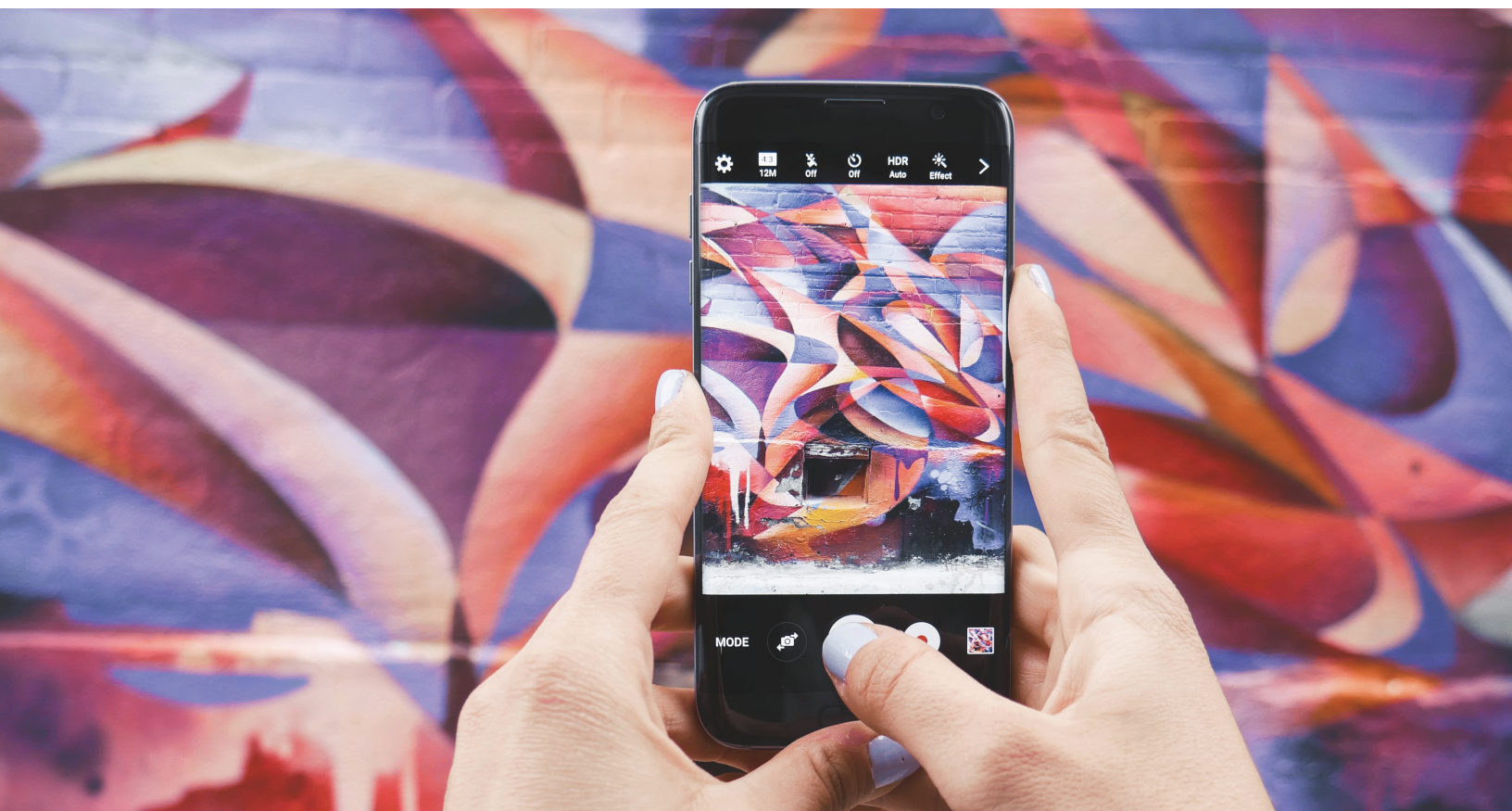
← elevators

# *Good story telling starts with an idea worth sharing.*

Since the beginning of time, we've shared stories to help explain the unknown. From the original campfires to our smart phones, storytelling helps us remember where we've been and most importantly, where we're going. Even though our audiences have expanded with the power of social media, the foundations of the story remain the same—a great story is something that informs and inspires others.

You might not think of yourself as a storyteller, but you are. You have the power to share your story with others through a strong narrative. It starts with making a connection, engaging your audience, and taking them on a journey.

*This is especially important when you're building your online presence.*





Storytelling is a powerful tool to showcase your personal brand. It's an opportunity to share your story, your life, and your passions. Social media has changed how we interact. It's no longer a one-way communication channel between an individual and a brand. You can engage your audience, send messages, and start a real conversation.

To help you get started, here are **seven tips to become a better online storyteller**. You'll learn how to shape your narrative, discover your voice, and effectively share your story. In the end, you'll be able to craft smart, strong messages for your social media platforms.

# 1

## EVERYONE IS A *storyteller*

Everyone has a story to tell. We experience our lives as a narrative—not as a series of random events, but as a sequence of connected situations and experiences stitched together. We first learn to tell stories as kids when our parents asked us about school at the dinner table. As we get older, our stories become more specific, detailing our lives, work, and family.

Focus your efforts on identifying your story and learning how to tell it. Think about the following questions when you're getting ready to compose your story:

- What are your goals?
- What do you want to share with others?
- What are some challenges or obstacles you've encountered along the way, and how did you overcome them?
- What are lessons you have learned?
- What did you wish you knew when you were starting?

Once you've identified the story you'd like to share, make a draft. Put together your ideas and connect the details. Just get your ideas flowing. Great stories tend to follow a simple formula of an introduction, conflict, and resolution. Find a way to introduce your story to your audience, explain why it's important, and tell them how it ended.

### **REMEMBER:**

for social media platforms like Twitter and Instagram, you'll want to have shorter stories. For your blog and Facebook, you can post long-form stories.



# 2

## KNOW YOUR *audience*

A key component of great storytelling is identifying your audience. Make sure you know who you're trying to reach and how you want to influence them. Think about who you are writing for. What are their needs and interests? What challenges do they face and how can your story offer solutions?

When developing your story, consider what insights you have to offer and how you can help your reader. You're the expert on your story. Focus on making it approachable and interesting to your audience. Social media is perfect for identifying your readers. People love to engage and know you're responding to their questions and comments. Take note of how readers interact with you and tailor your story to maximize engagement.





# 3 CRAFT YOUR *personal story*

Stories are how we connect with other people. We use them to share our common experiences. We appreciate facts, logic, and even humor—but we feel stories. Telling your personal story provides opportunities to be transparent and offers your audience a glimpse of your authentic self. Creating an honest narrative is important for developing trust, influencing behavior, and inspiring action.

Throughout your life, you'll tell many stories. But when you're posting on social media, you need to make sure you're giving your audience a sense of you. That's why it's essential to identify your "why." A great question to ask when figuring out your why is "what inspires you to share your story with others?" A little soul-searching goes a long way because, when you can communicate openly and honestly about yourself, you're building a connection with your readers.

# 4 EDUCATE, INSPIRE, *entertain*

Before sharing your story, you need to know what you're trying to convey to your audience. The best stories are those that educate, inspire, and entertain your readers. Maybe your story only has one element of these three, but that's OK. Share your story with honesty and passion.

The best way to **educate**, **inspire**, and **entertain** your readers is to share personal stories that have impacted your life. They all don't have to be positive. Some of the best stories are about facing obstacles and overcoming challenges. Be careful not to embellish. Great storytelling comes from maintaining authenticity and creating a connection with your audience.



# 5

## HOOK YOUR AUDIENCE WITH A *strong opener*

All stories need a good opening to hook your audience. Your introduction needs to be interesting and establish a connection with your reader. Grab them at the beginning and you'll hold their attention until the end.

The secret to a strong start is knowing where the story is going. Since it's your story, you know where you want to take your audience. Map out your thoughts with the five W's:

***Who? What? Where? When? Why?***

When you can answer each of these questions, you'll have a solid roadmap of where to take your story. Make it personal by engaging your audience's senses. Convey what you experienced, and try to share your story in ways to connect with your audience. You can do this by sharing a personal anecdote or a favorite memory. The more personal the story, the better, as it will resonate with your readers.

And most important, know where you want to end your story. How you close your story is just as important as how you begin.



# 6 SELECT STRONG *visuals*

A picture is worth a thousand words, especially when building your social media post. The first thing people notice on social media is imagery. Posting strong photos and videos strengthen your message. Powerful images complement your story, creating compelling content that easily connects with your audience. This is especially important when developing your **personal brand**.

Images are powerful. Select images that reflect your brand. Before posting, take a moment to see how your images drive your story. Do they add to your social media post or do they distract? Posting consistent photos and videos strengthens your personal brand and reinforces your story.



### *It's your story – love telling it.*

Audiences want to read authentic, fun posts. They instinctively know what rings true and what doesn't. Moreover, they'll know if you're having fun sharing your story on social media. If you're not enjoying sharing your story, your audience won't either.

Trust yourself to post fun and interesting content online. Remember, at the end of the day, this is your personal story to share. Take this opportunity to inspire, educate, and entertain your audience. You might make mistakes along the way but, in time and with practice, you can develop into an effective storyteller.

#### **RULES FOR CONTENT**

Remember, with USANA's latest social media policy update, you can now include calls to action and links to your personal website. You may also promote your meetings and events (individual or corporate), products, and the business.

**Check out** [USANA's distributor social media policy](#) for more information.



**7 STEPS  
TO BECOMING A  
BETTER STORYTELLER  
AT-A-GLANCE**

**1**

*Everyone Is a Storyteller*

**2**

*Know Your Audience*

**3**

*Craft Your Personal Story*

**4**

*Educate, Inspire, Entertain*

**5**

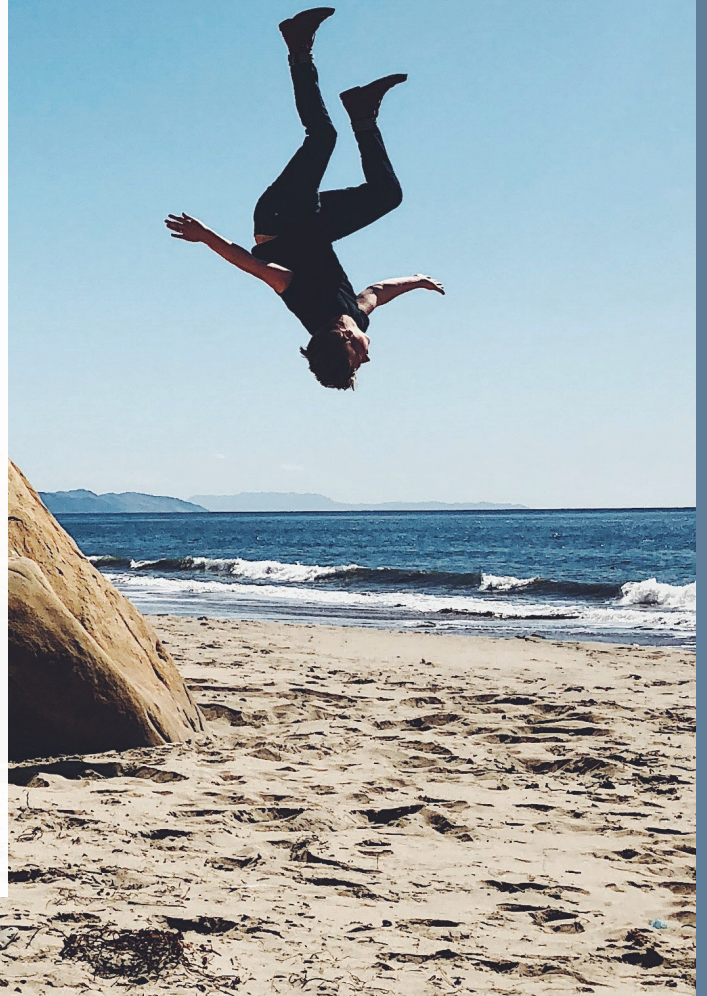
*Hook Your Audience  
with a Strong Opener*

**6**

*Select Strong Visuals*

**7**

*Have fun*



# SHARING *your story*

Take a few minutes to review your USANA story. Make sure you are applying these key concepts to your discussions related to earning potential:

- Be truthful.
- Provide proper context.
- Always use the [USANA Average Earnings Chart](#) (if you are in the U.S.) or the appropriate average income disclaimer for your market.

[Download our two-page guide](#) to great USANA storytelling with income claims, available on The Hub.

---





USANA.com

## FOLLOW US

 /USANAHealthSciences

 @USANAinc

 @USANAinc

 /USANA

 whatsappUSANA.com