

## Module 11

# The Riveting Power of Mini-Stories



# Why mini-stories

1. Add a splash of personality
2. Create a sense of drama
3. Keep your readers spellbound
4. Make your advice sticky



# What makes ideas sticky?

1. Simplicity
2. Concrete
3. Credible
4. Emotion
5. Unexpected
6. Stories



<http://heathbrothers.com/books/made-to-stick/>



**No action**

**No drama**

**No sense of  
anticipation**



Action

Drama

Anticipation

“Squeaky bum time”

# How to Write a *Mini-Story*

1. Decide which problem you'd like to explain
2. Think of a personal story or example that can illustrate the problem
3. Write your mini-story
  - Sketch a quick intro
  - Build anticipation to “squeaky bum time”
  - Transition to your lesson

*Problem:*

Presenters that are rambling on about topics their audience isn't interested in

*Example:*

A boring school teacher



*Imagine you're a history teacher.*

*You enter a classroom full of 12-year olds.*

*You're eager to talk about the French Revolution.*

*You start your lesson with a short animated cartoon. You explain how the revolution marked the rise of democracy. You express the importance of voting rights.*

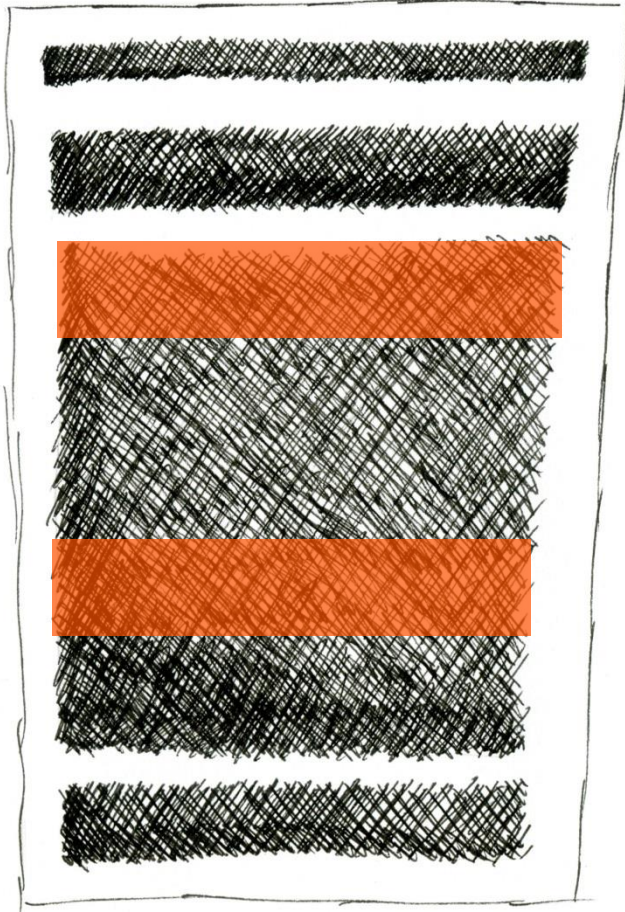
*But your students aren't listening. In the back of the class they're whispering together. And in the front, you can see them yawning.*

*What's going wrong?*





# Where to Use Your *Mini-Story*?



headline

opening

story

main body

story

final paragraph

# Your checklist for mini-stories

- ✓ You set the scene quickly  
- *who, what, where?*
- ✓ You use vivid details in a limited dose  
- *edit!*
- ✓ You create a sense of anticipation
- ✓ You create a sense of action
- ✓ Your mini-story resonates with your  
ideal reader



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