



GOOD QUESTIONS for better stories

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Wasn't it energizing to spend time talking about the power of a simple, well-told story?
Now that you know how to get your stories started, use these questions
to make your messages even stronger.



WHAT DO YOU MEAN?

And follow that with: What do you REALLY mean?

HOW ELSE COULD YOU SAY IT?

In other words, how could you say it with other words?
Or different images? Or some other delivery method?

WHAT'S THE POINT?

If you had to convey your message in just one sentence
or word or image, what's the one thing you'd share?

WHAT'S THE LIKELY RESULT?

Picture your message "landing" with your audience.
What will happen next? What will they think, feel, and do?
Will you get the result you're hoping for?



WHAT IF YOU NEED HELP?

Writing by committee can be a great way to "workshop" and improve a message.
So grab your PEN (Peer Editor Network) and get the benefit of someone else's perspective.

And by all means, call on Story Mode. We're here to help.



StoryMode

GET IN STORY MODE!

jill@instorymode.com
beth@instorymode.com

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