



Micro- Storytelling

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Questions:

WHO IS A GOOD
STORYTELLER YOU KNOW?

WHAT STORIES DO YOU
HAVE TO TELL?



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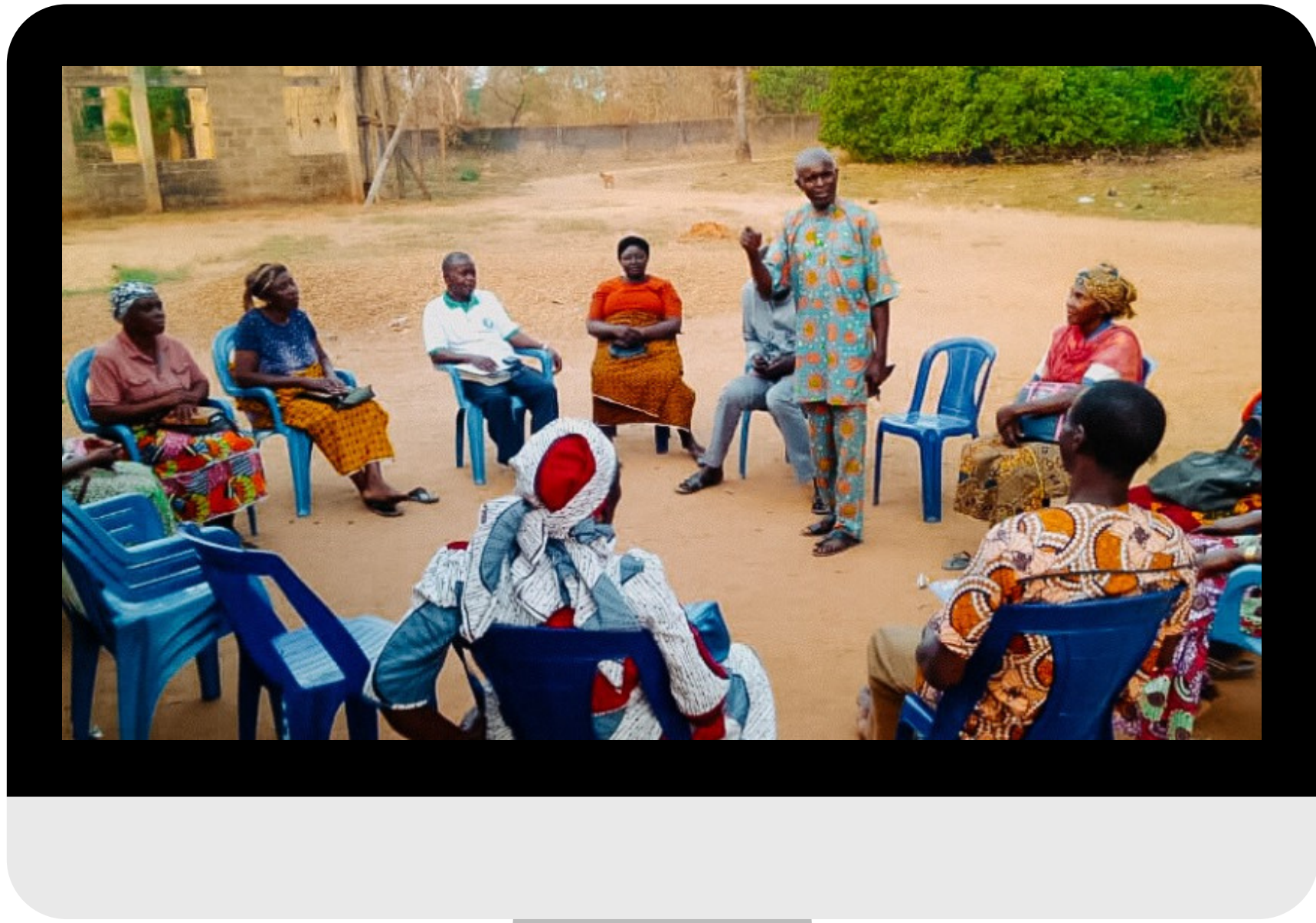
Why story?

PUBLISH HIS GLORIOUS DEEDS
AMONG THE NATIONS. TELL
EVERYONE ABOUT THE AMAZING
THINGS HE DOES.

PSALM 96:3



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Why story?

HUMANS ARE STORYTELLERS.



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Why story?

STORIES ARE EMOTIVE.

EMOTIONS DRIVE ACTION.

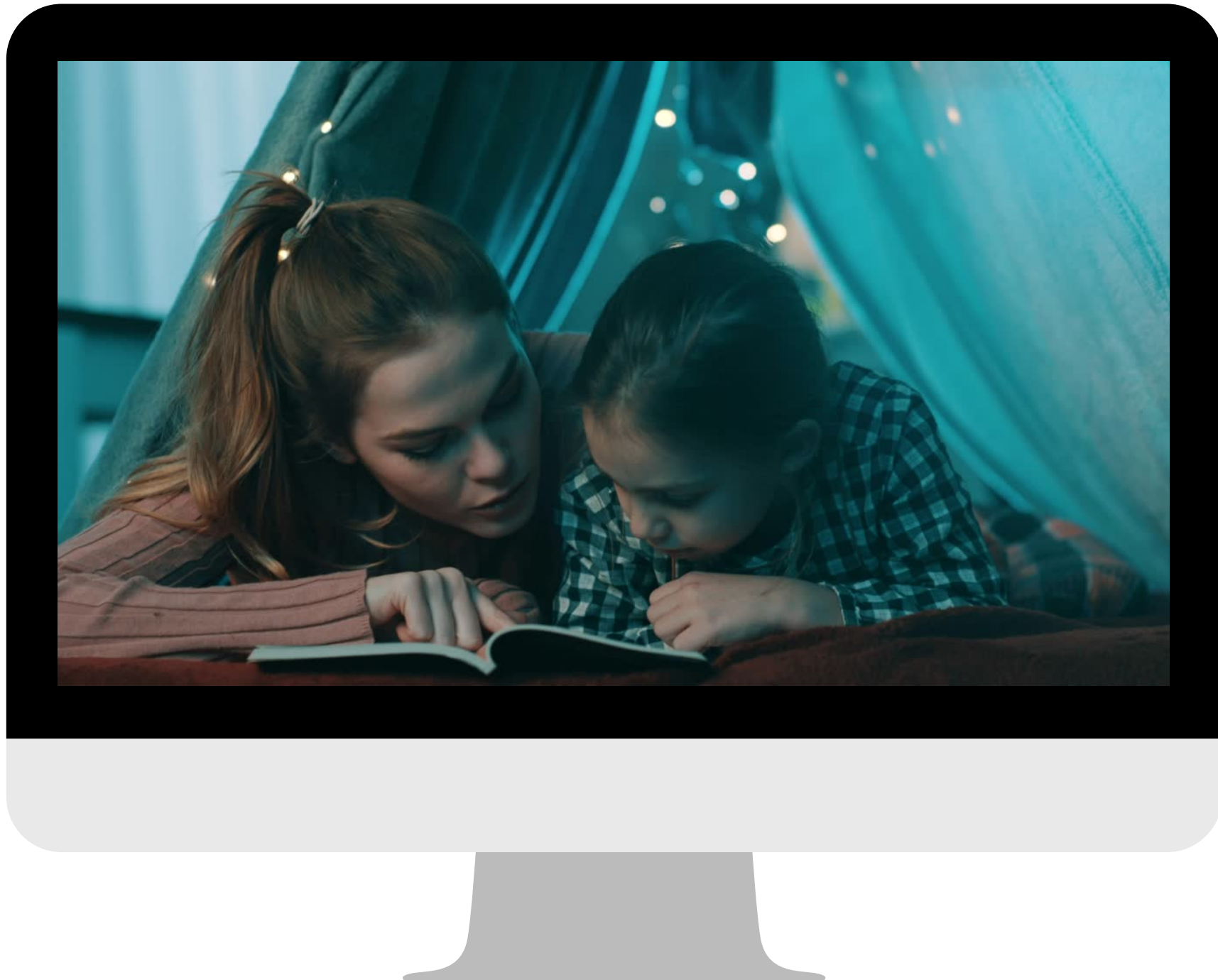


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Why story?

STORIES ARE:

STICKY
SHAREABLE
EMOTIVE



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Why story?

**100% FULLY FUNDED
+
RETENTION**



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Why micro?

12 SECONDS - > 8 SECONDS



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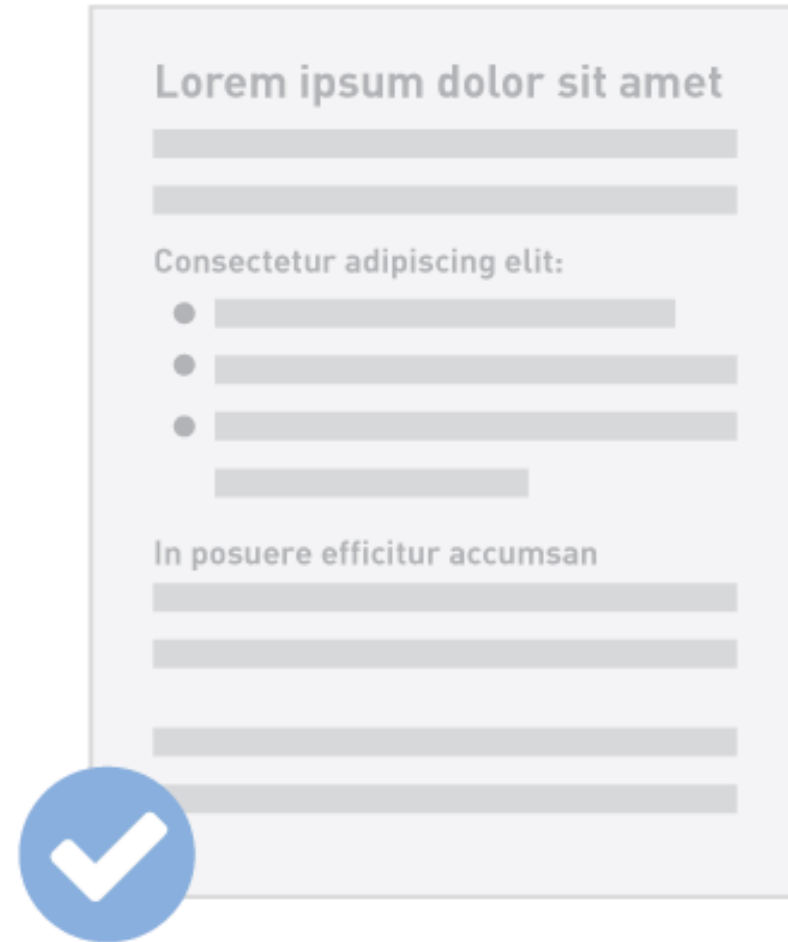
Why micro?

4,000 TO 10,000 ADS / DAY



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Why micro?



**PEOPLE SKIM.
BULLETS RULE.**



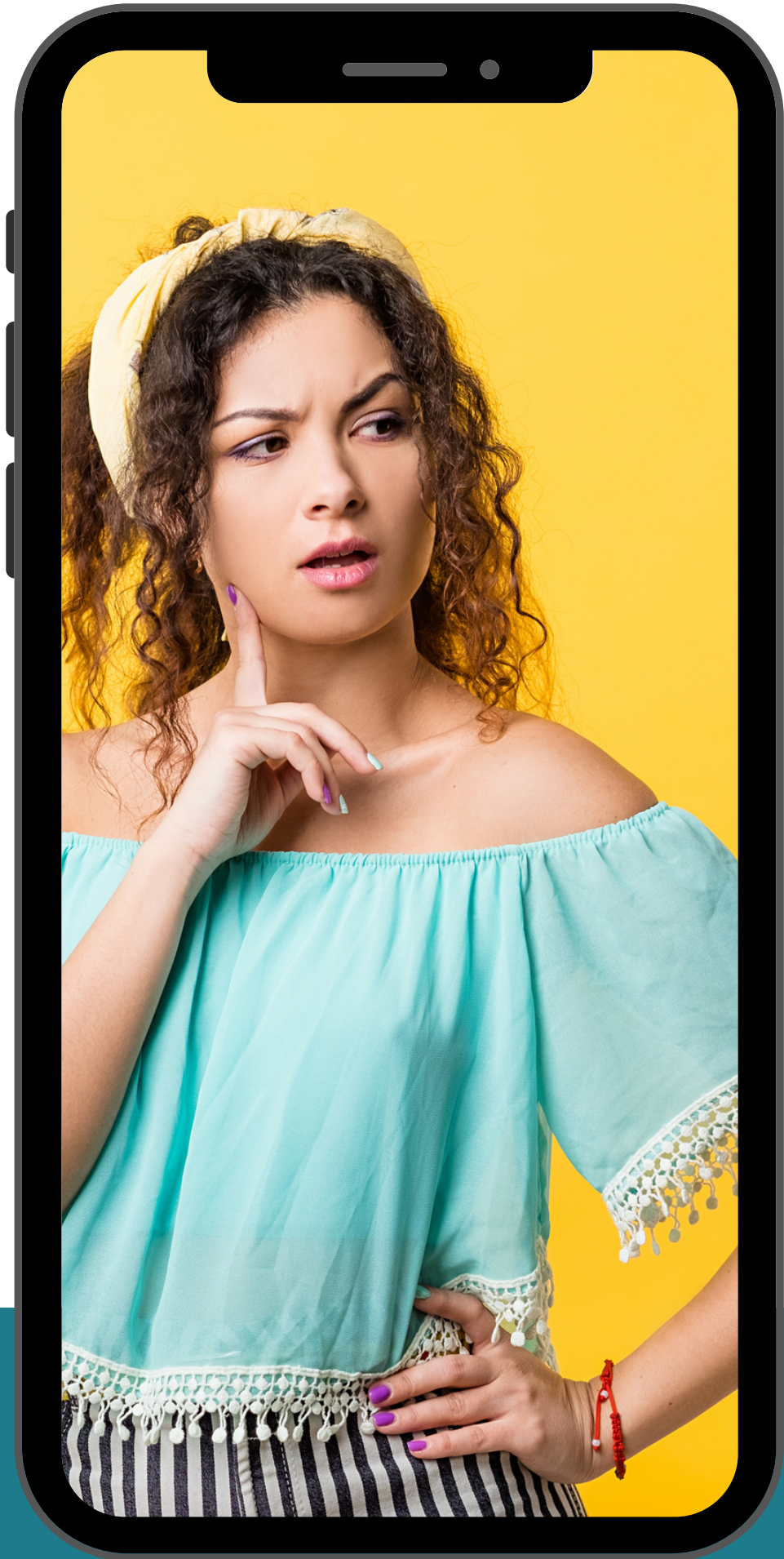
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Why micro?

THIS IS THE
WORLD YOUR
AUDIENCE MAY
LIVE IN.



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Why micro?

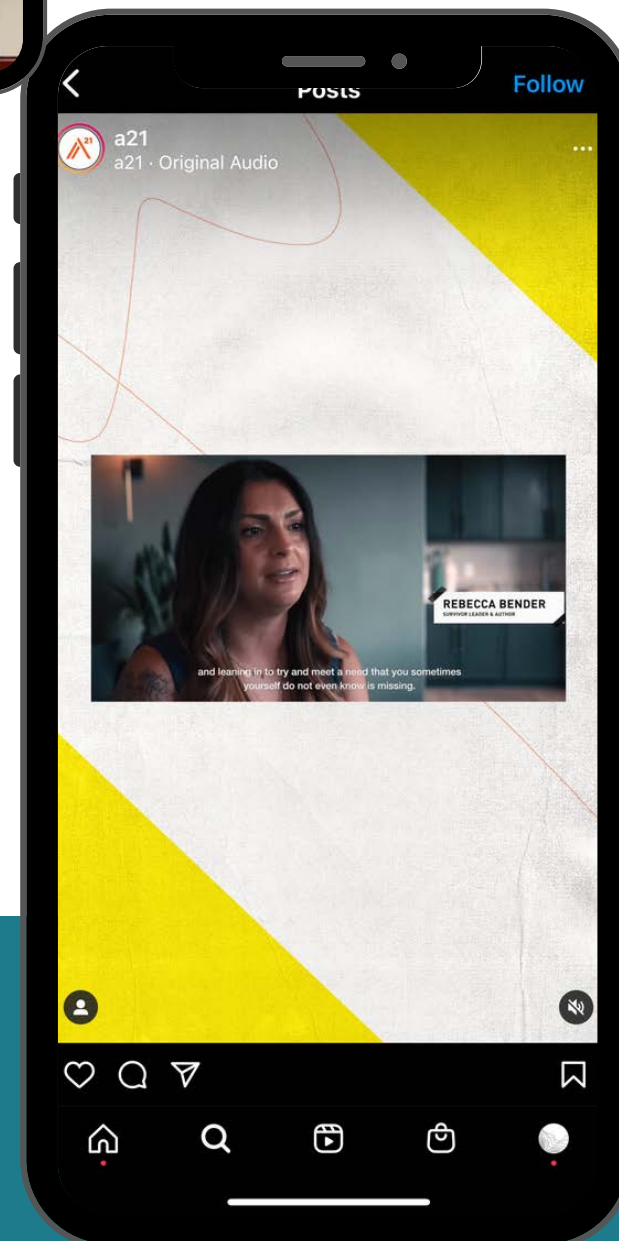
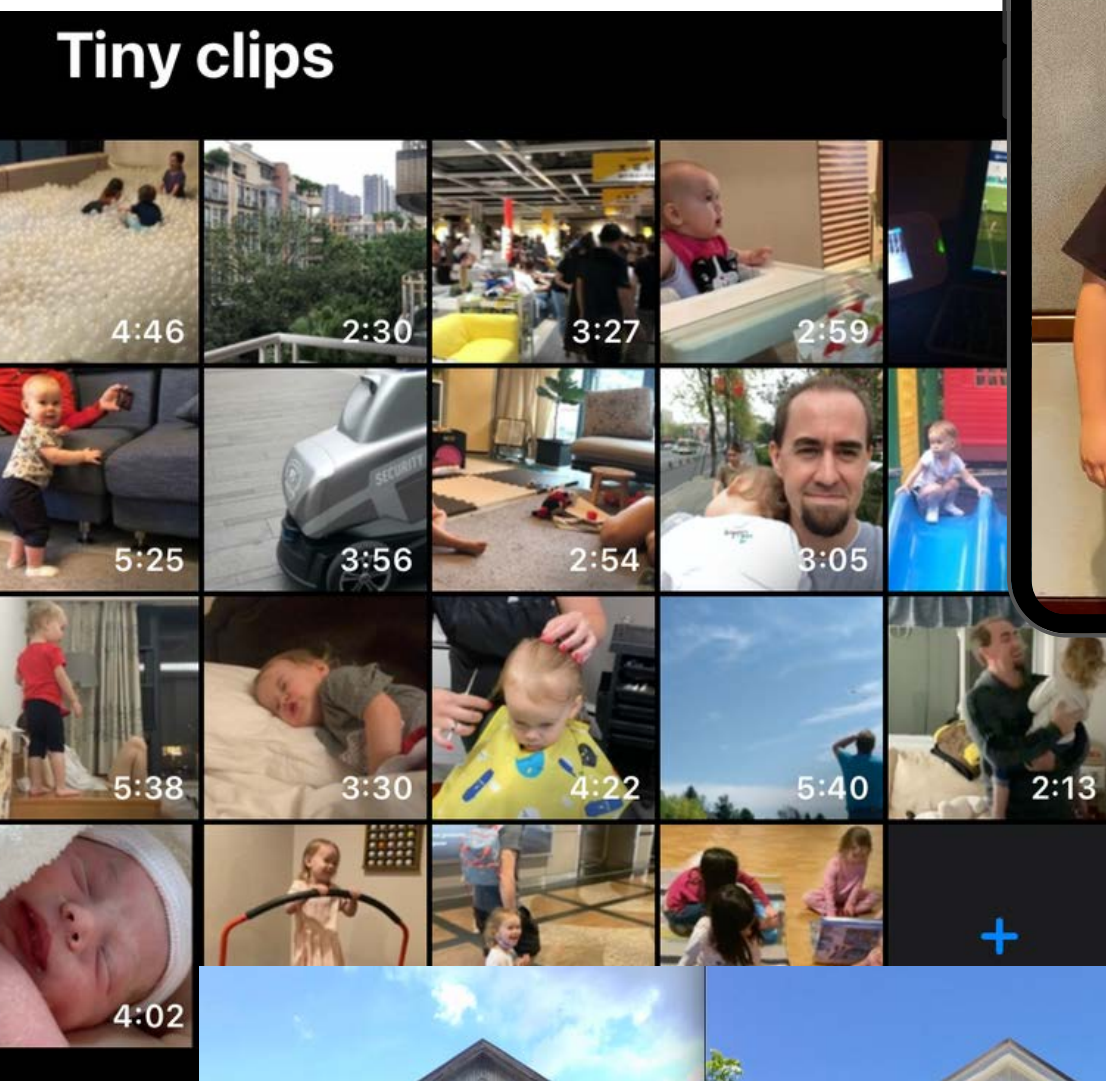
LEAVE PEOPLE
WANTING M...



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Inspiration

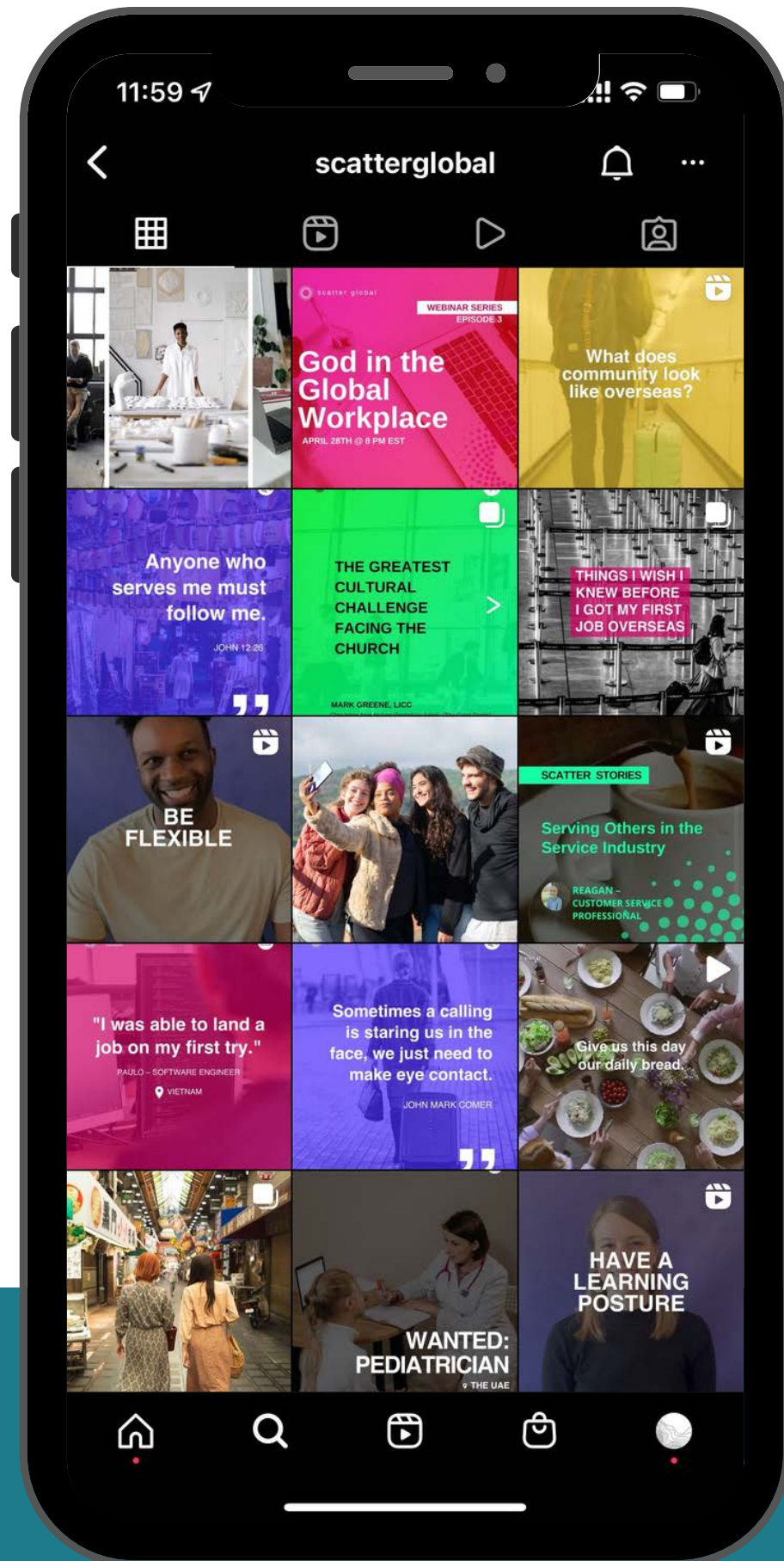
- BEFORE / AFTER
- TINY CLIPS
- PERSONAL VIDEOS
- TEASERS



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Inspiration

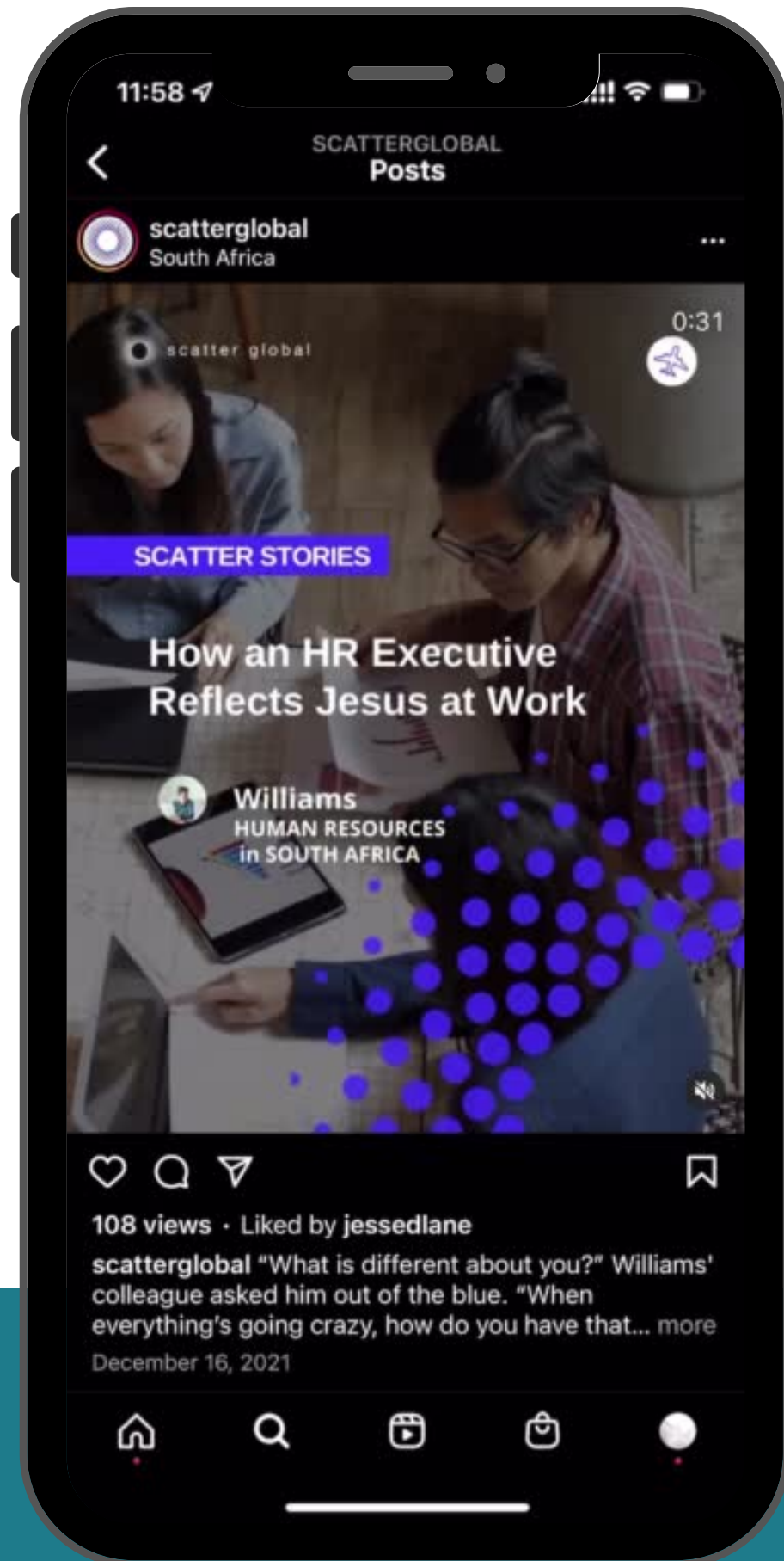
@SCATTERGLOBAL



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Inspiration

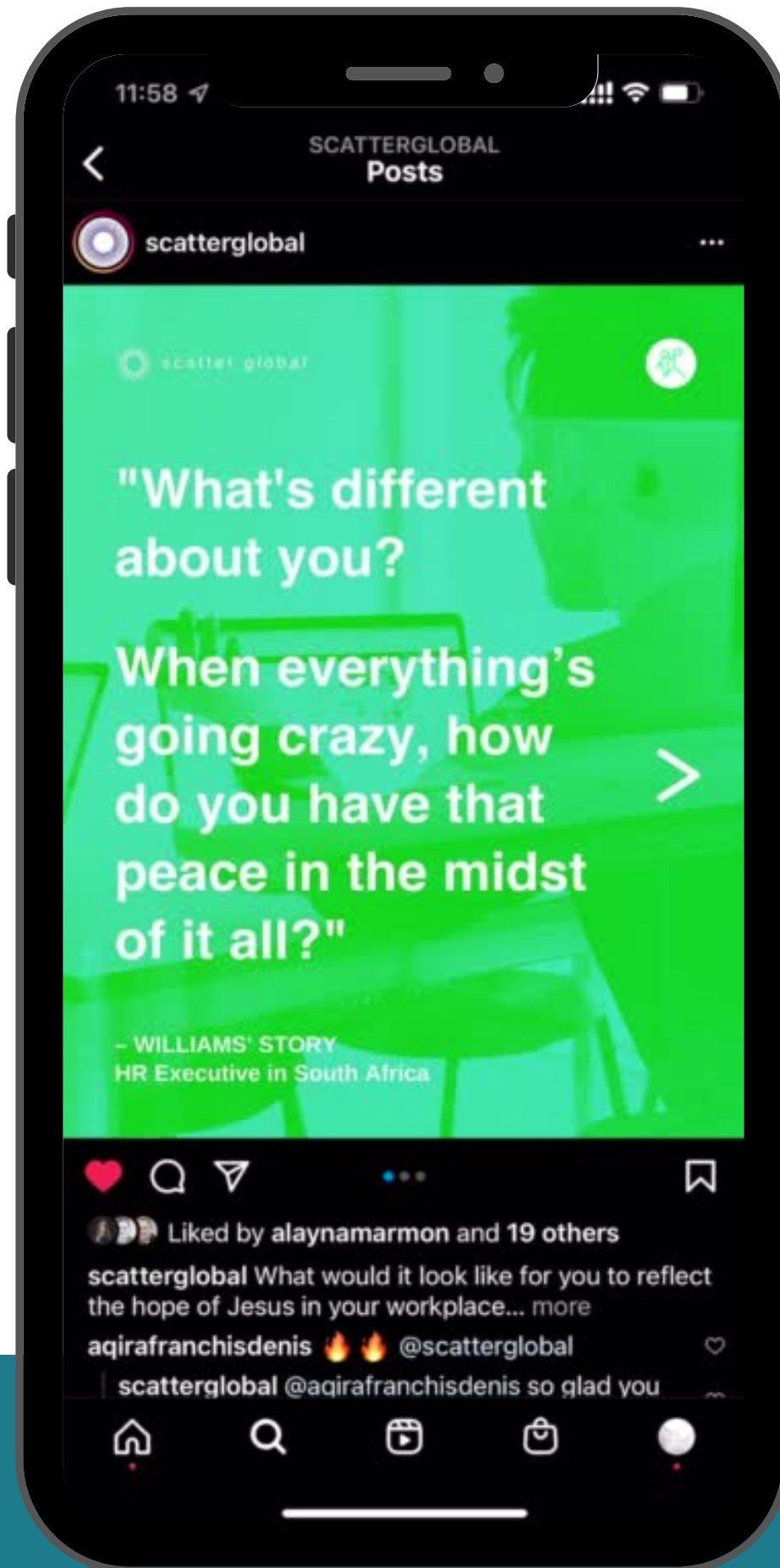
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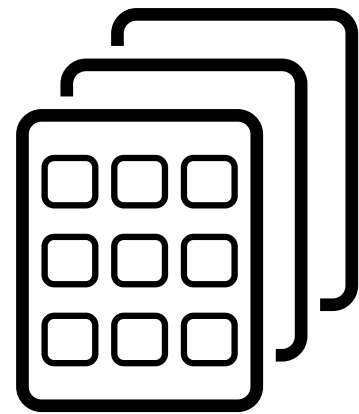
Inspiration

@SCATTERGLOBAL

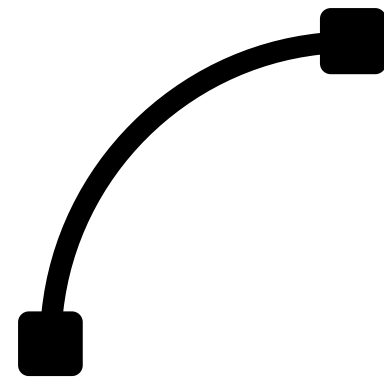


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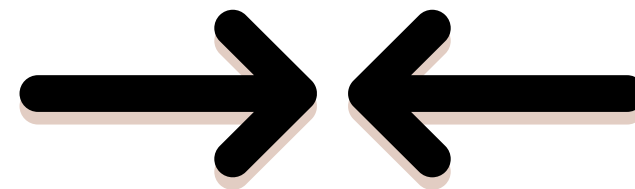
4 Steps to Micro-Storytelling



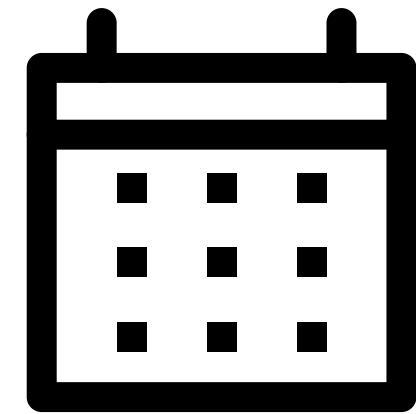
STEP 1.
COLLECT
YOUR
STORIES



STEP 2.
CRAFT
THE
ARC



STEP 3.
CONDENSE
TO
ESSENTIALS



STEP 4.
CREATE
A PLAN TO
SHARE



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RISING ACTION

Conflict, tension and/or suspense is building with each event.

EVENT/CRISIS _____

EVENT/CRISIS _____

EVENT/CRISIS _____

EVENT/CRISIS _____

CLIMAX

All hope is lost for protagonist.
Then, this turning point moment happens.

FALLING ACTION

The events that lead to the resolution.

EXPOSITION

Setting the stage & introducing characters.

SETTING: _____

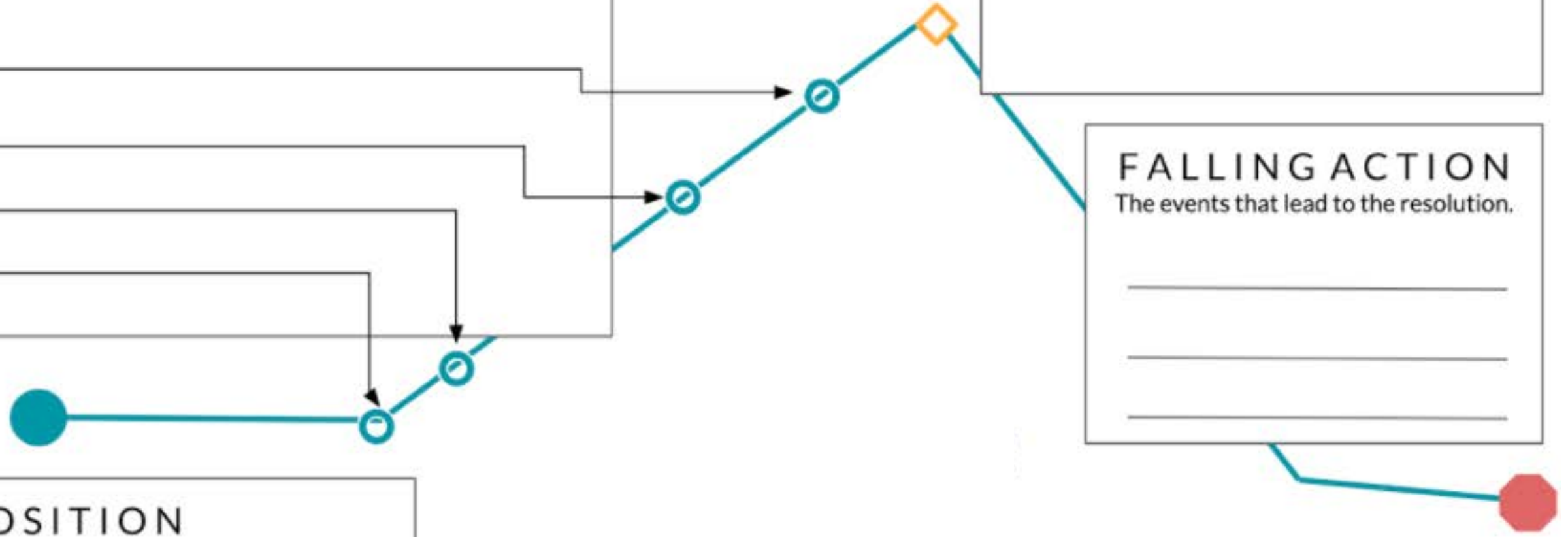
PROTAGONIST: _____

ANTAGONIST: _____

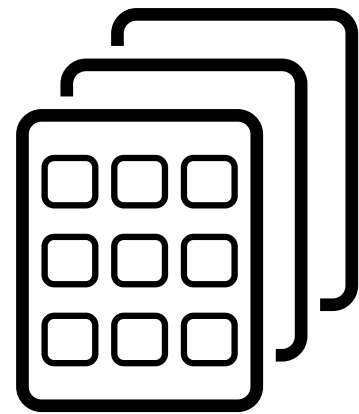
OTHER CHARACTERS: _____

RESOLUTION

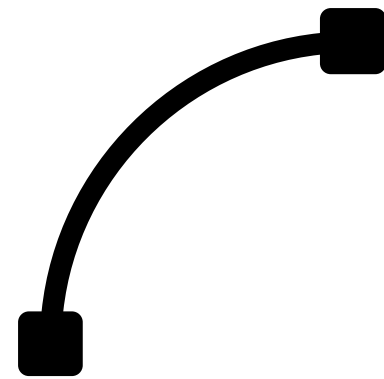
How is the conflict/problem solved?



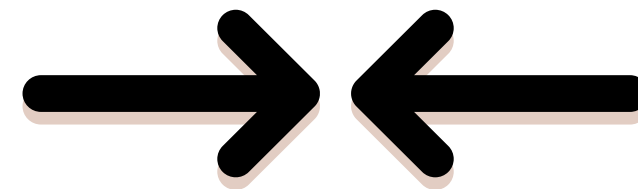
4 Steps to Micro-Storytelling



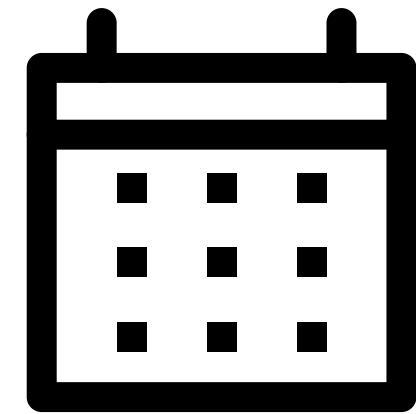
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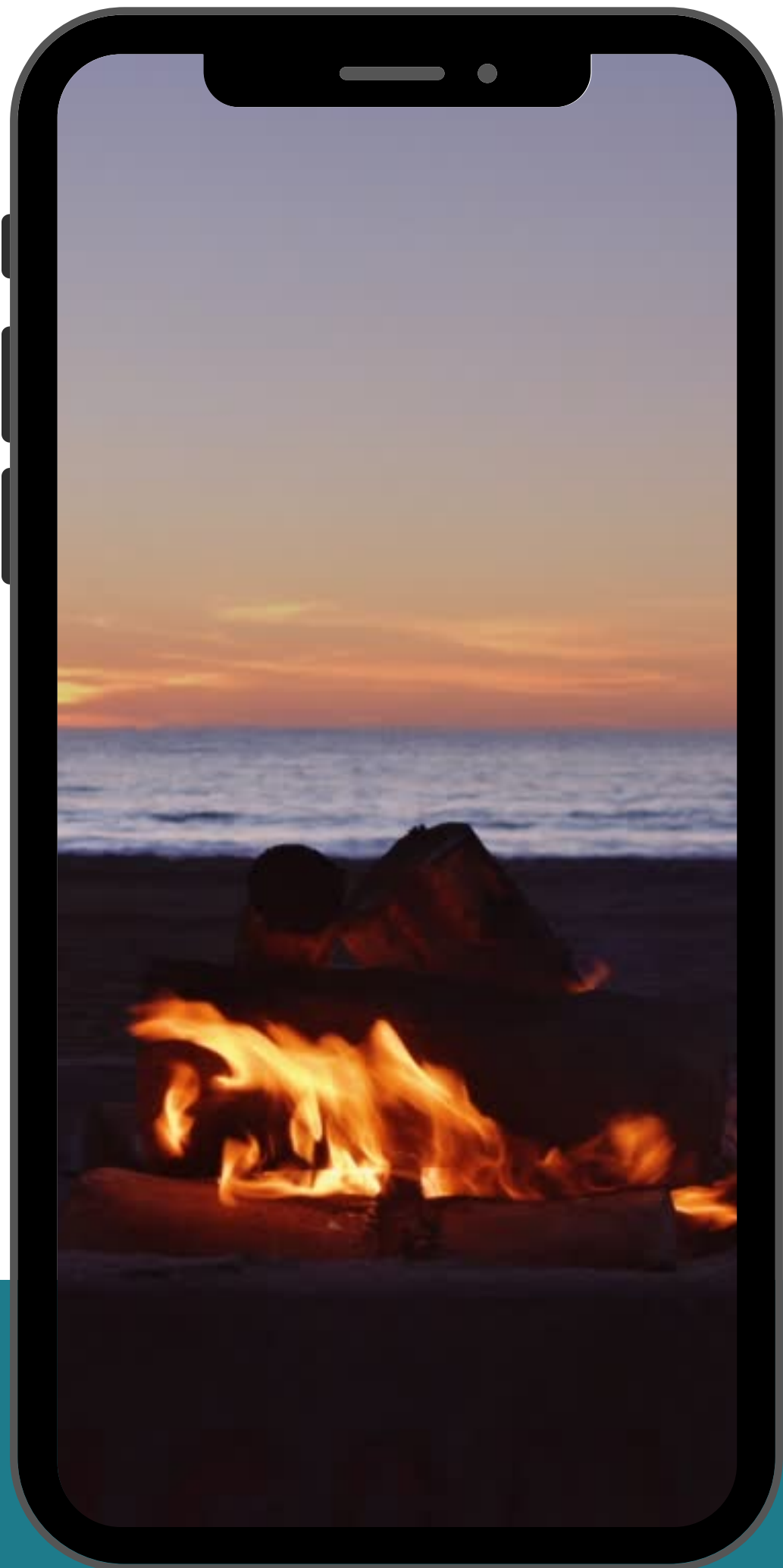
STEP 3.
CONDENSE
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STEP 4.
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Tips

- LOOK FOR STORIES IN UNEXPECTED PLACES
- TELL & RETELL YOUR BEST STORIES
- USE MULTIPLE FORMATS



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Formats

- PHOTO
- VIDEO
- WRITTEN
- SPOKEN / ORAL
- RECORDED
- ARTWORK
- MUSIC



Tools

- CANVA
- ANIMOTO
- LOOM
- SCREEN
RECORDING



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Free Impact Storytelling Guide

DOWNLOAD AT
[BRANCHESLAB.COM/
STORYTELLING](https://brancheslab.com/storytelling)



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Getting Started

1. LIST 1 TO 3 STORIES
2. CRAFT SIMPLE STORY ARC
 - A. CHARACTER & SETTING
 - B. RISING TENSION
 - C. CLIMAX & RESOLUTION
3. CONDENSE AS NEEDED
4. LIST 3 WAYS YOU CAN TELL IT



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Q & A

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