



7 writing tips for storytellers



1. Keep it brief.

Say more with less. On every medium, make your key message clear and concise. It's crucial to get your point across quickly and efficiently, or you may risk boring or confusing your audience. A good rule of thumb: "If you confuse, you lose."



5. Tell a compelling story.

Storytelling is an art. And, like any work of art, practice makes perfect. Just like we learned in school, every good story has a meaningful purpose or overarching theme. The most captivating stories motivate readers to take action, think harder, or form an opinion.



2. Express your brand's personality.

Every brand has its own unique disposition. It's important that your brand's voice and tone shine through at every touchpoint. For instance, if the brand is thought to be fun and lighthearted, use whimsical and witty language. If it's bold and resilient, use inspiring and assertive language.



6. Be authentic.

Manifest your brand's true self on all media. Convey your thoughts and explain information in a genuine manner. Avoid falsehoods, which can severely damage your audience's trust and alter their perception of your brand.



3. Speak your audience's language.

Put yourself in the reader's shoes. Will they understand – and agree with – what you're trying to say? Use language that your target audience, as well as the Average Joe or Jane, can comprehend.



7. Edit. Revise. Refine. Repeat.

Your first draft will seldom be the final draft. Recruit a trustworthy colleague or friend to brainstorm ideas or to review your work and provide constructive feedback. Edit your work until it's in its ideal state. Read your work out loud to ensure it flows smoothly.



4. Appeal to real human emotions.

Get inside the minds of your audience. Words should stimulate the senses and spark feelings. Paint a picture for the reader that truly moves them. Stir emotions by describing elements in detail – or leaving it up to the readers' imaginations.

Want us to help tell your story?

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