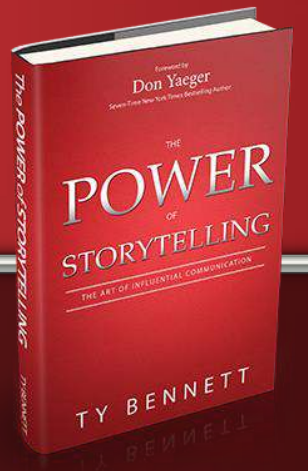
THE POWER OF STORYTELLING

THE ART OF INFLUENTIAL COMMUNICATION



TyBennett.com

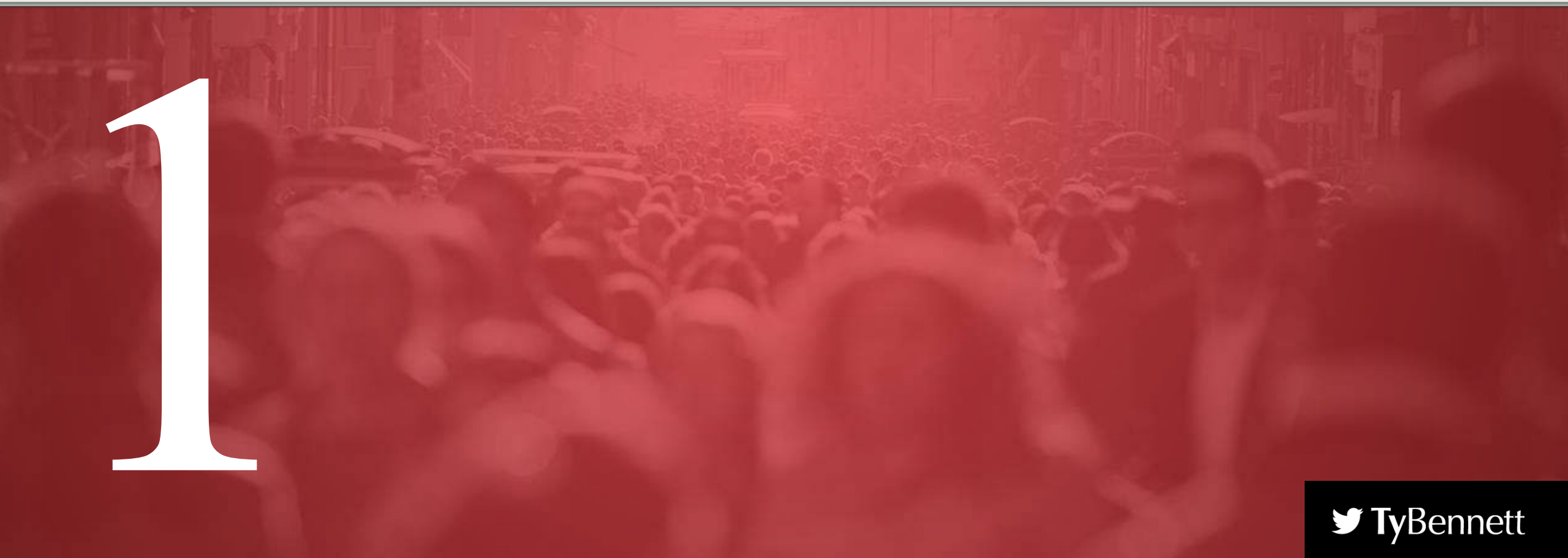


THE POWER OF STORYTELLING

THE ART OF INFLUENTIAL COMMUNICATION

TyBennett.com

Mindset



1

TyBennett

Mindset

Your Focus is on the Audience.

Your Goal is Connection, not Perfection.

Your Purpose is to Engage.

Find the Balance

Relatability

Credibility



Skillset



2

STORY

def. a story is a reimagined experience narrated with enough detail and feeling to cause your listeners imagination to experience it as real.

Bring the Audience into the Story

Create Curiosity	Place Them in the Scene	Reinforce Relatability
1	2	3

THE MODEL

An influential story is:
STRUGGLE TO SOLUTION



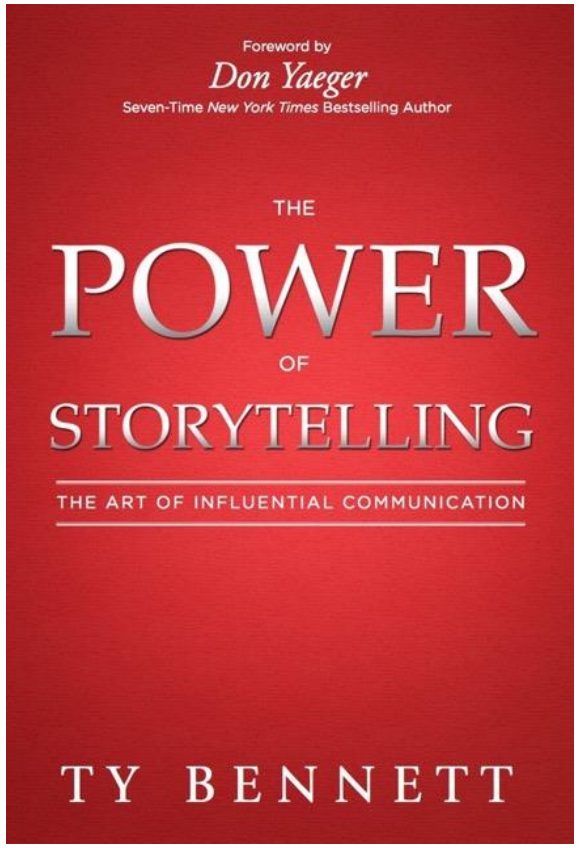


The Smurfs are Copyrighted by Peyo and the property of Studio Peyo SA.

THE MODEL

An influential story is:
STRUGGLE TO SOLUTION







Give feedback to Ty

Scan this QR code

Or go to

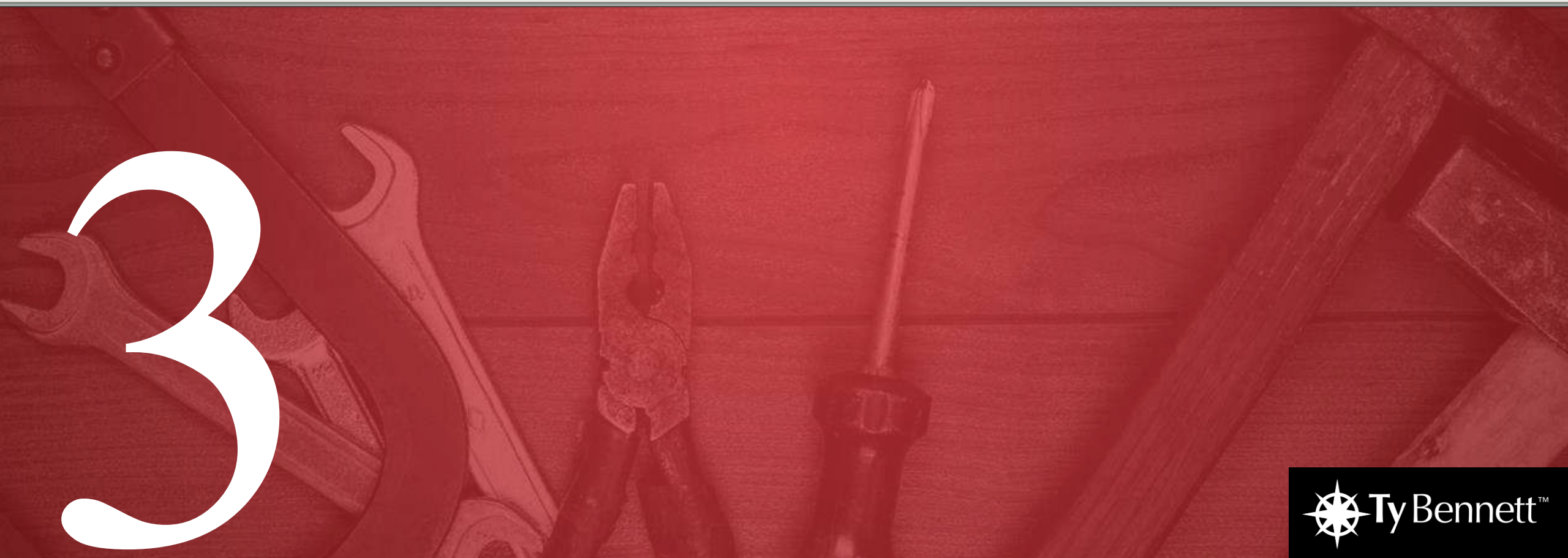
https://talk.ac/tybennett

and enter this code when prompted

STORYTELLING

Powered By talkadot

Toolset



3

Ty Bennett™

1 Dialogue

2 Details

3 Metaphors

Bring the Story to Life

TyBennett.com

Whoever Tells the Best STORY WINS!