

# 5 C'S OF YOUR STORY

featuring your company



HOW TO TELL A  
GREAT STORY

## Circumstance

Set the scene! Make the opening seconds enticing enough to not only give your audience the basics - but to draw them into sticking around for the information they need from YOU.

## Curiosity

Curiosity occurs when there is a gap between what your audience knows and what they want to know. It's your job to let them know - "Hey - I have something you want!" This will keep them watching.

## Characters

The human element gives your audience the connection they want. Whether it's a character they love, or a character everyone loves to hate.

## Conversation

Will you get people talking? Will they share your content? They will if the content of causes them to root for someone - or against someone or some thing.

## Conflict

Without conflict, there is no story. When your audience identifies with the conflict, and sees that you offer the best way out - the solution - they will see you as the hero of the story.



*Sue Pruett teaches business owners how to build a massive audience of raving fans via Facebook.*

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