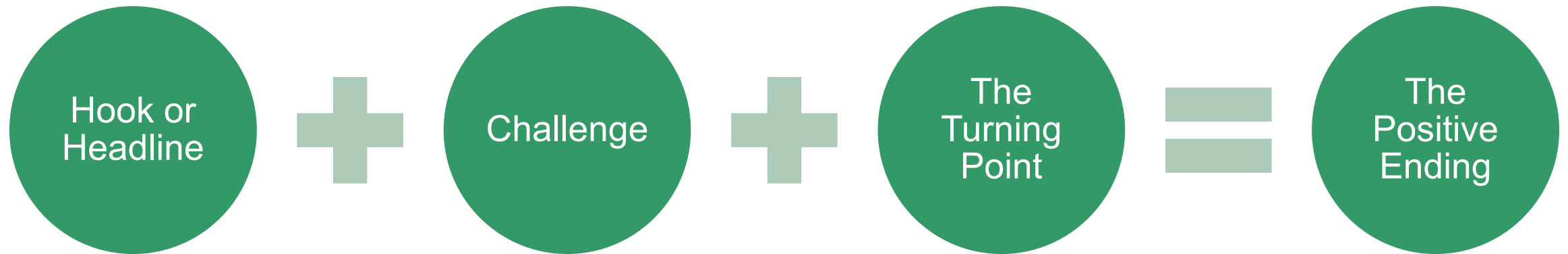


Formula of a Memorable Story



Making a Story Memorable

Hook or Headline

Challenge

The Turning Point

The Positive Ending

- **Grabs the Readers Attention**
 - *Interesting statistic*
 - *Quote/Anecdote*
 - *Question*
 - *Bold Statement*
- **Consider your audience and what will grab their attention.**
- ***What are some hooks/headlines that make you want to keep reading?***

Making a Story Memorable

Hook or Headline

Challenge

The Turning Point

The Positive Ending

- **Brings Context and Meaning to the Story**
 - *Options on how to approach:*
 - *Broad youth focus - youth and a challenge/issue they are having*
 - *Specific youth focus – a personal challenge or issue you faced*
 - *Community challenge – start broad and narrow in on individuals affected*
- ***Focusing on individuals allows you to make the story more personal, tangible and relatable.***

Making a Story Memorable

Hook or Headline

Challenge

The Turning Point

The Positive Ending

- **Climax of the Story**
 - *Demonstrate how 4-H helped to solve a problem.*
 - *How did youth leadership play a role?*
- **Show how an individual overcame his/her conflict**
 - *Get quotes/anecdotes from individual, parent, teachers, etc.*
 - *How has the community been impacted?*

Making a Story Memorable

Hook or Headline

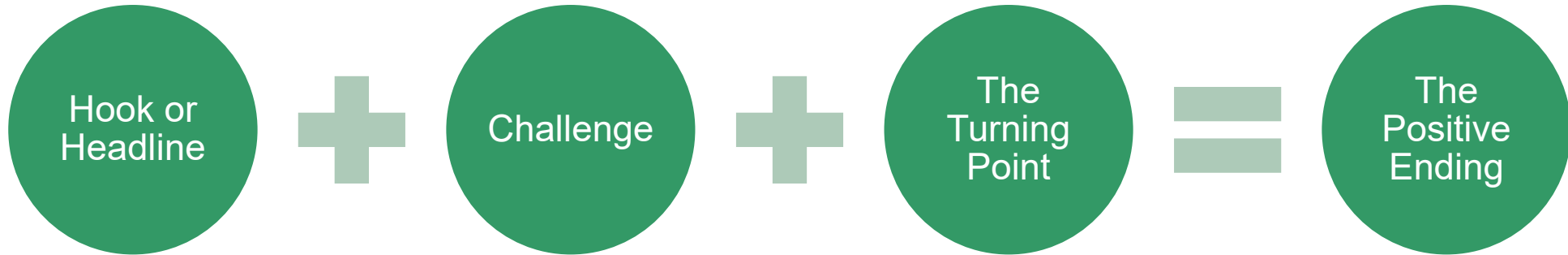
Challenge

The Turning Point

The Positive Ending

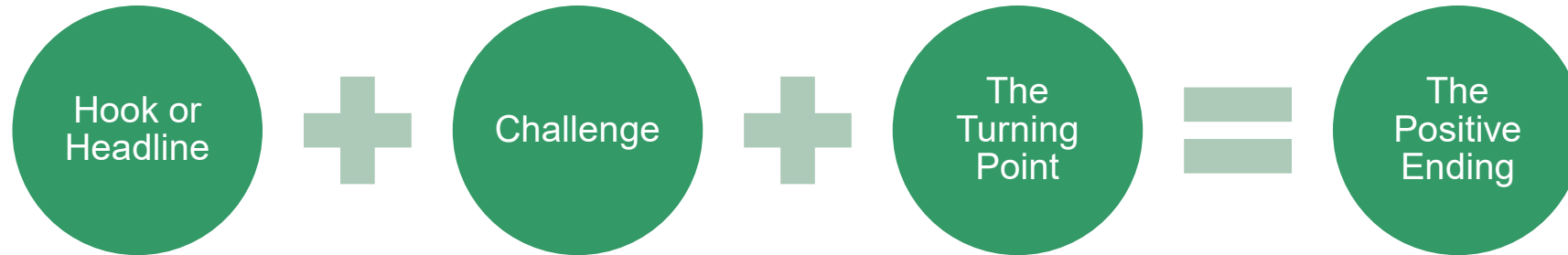
- **Brings it all together.**
 - *What's the impact?*
 - *Points to the future and positive changes.*
 - *Delivers a message to empower others*
 - *Shares a learning to benefit others*
- **Make sure it resonates with your audience.**
 - *Stories are more memorable when you can relate to the story being told.*

Take a minute to think about your story



- **What is unique about who you are as an individual?**
- **What motivates you, scares you, excites you, consistently brings you joy?**
- **How did those impact your story one way or another?**
- **What is unique about your challenge or community's need?**

Take a minute to think about 4-H's role in your story



- What is familiar about your 4-H experience?
- What is unique about your 4-H experience?
- How did 4-H develop you, hone who you already are, or help you discover who you are?
- How did 4-H give you strength through your challenge?
- How did 4-H give you the tools to make a difference in your community?

Common Bridging Phrases

- I see that, but ... (key message)
- I'm not here/able to comment on that. What I would like to say is ...
- I'd also like to add that ...
- Just to put this into some context ...
- What's absolutely critical to remember is ...
- People have said that but...
- To put this in perspective ...
- What you're talking about isn't my area of expertise, what I can say is ...
- The point is ...
- That's very interesting, but first let me make the point ...
- That's very interesting, but what I believe is ...
- What I'm most concerned about is ...
- What we have to look at is ...
- I cannot speak for xyz, you should address issues to them specifically. What I can say is ...
- I don't have the precise details on that, but what I do know is...

Homework: More about your story

- What's your story about?
 - In the fewest words possible
- What's the theme of your story?
 - Make it universal and uplifting!
- What's the **essence** of your story?
 - The basic nature of a thing: the quality or qualities that make a thing what it is
 - Think of adverbs and adjectives