

THREE PHRASES

To Engage Your Audience

I call these “Story Starts” because the following three phrases can help you to start your story. However, they are not limited to only starting stories. You can also use them in the middle of stories if you need a way to re-engage your audience.

Can you Imagine...

(how that must have felt..., what it must been like to...)

Have you ever...

(experienced..., seen what X does to..., thought that..., wondered...)

Would you like to...

(know more..., see pictures..., take a tour..., have someone...)

Feel free to come up with your own phrases to help you start stories, and to help you through the slow times of your story when you need to re-engage your audience.