

EPISODE 123: THE 6 RULES OF STORYTELLING

1. BE HONEST

- No first-person borrowing.
- Don't embellish the story.

2. KEEP IT RELEVANT

- "Illustrate:" to light up, to make bright or clear.
- Use a story to illustrate a point.

3. KEEP PROPORTION

- Major stories for major points and minor stories for minor points.
- No big stories for small points.

4. DON'T APOLOGIZE

- "Now, I know this is an old story..."
- Double discourse dialogue.

5. DON'T OFFEND

- Don't use racial stories, ethnic stories, sexist stories, stories that violate a confidence.

6. DON'T BRAG

- Avoid stories that make you look good.

Are there other communication-related topics you'd like to hear the Communication Guys address? Let us know on our [Facebook page](#).