

# How to tell a story that makes people care.

Your realest story will out-perform your most polished content. Every video, post, and pitch that actually lands has the same four parts underneath it — we call it **TELL**. You don't need all four to be perfect. *You need them to be true.*

# T

## Transition

*the hook, and the promise of a change*

You've got about three seconds. Don't open with your name or your history — open with the moment something *shifted*. We lean in because we sense something's about to be different. **No change, no story.**

# E

## Emotion

*the connection*

Stop sounding like a commercial; start sounding like a person — honest, a little vulnerable, real. Logic makes people think; **emotion makes people act**. Don't perform it. Tell the truth and let it show.

# L

## Leverage

*the proof*

Now give their brain permission to follow their heart: a result, a number, a case study, or someone else's voice saying "*this is true.*" One rule — proof comes **after** emotion, never before. Lead with credentials, you build a wall. Lead with story, the proof lands.

# L

## Lead

*the action*

What do you want people to think, feel, or do next? Every story should open a door, not just stop. Keep it human — an invitation, not a hard sell. If you've earned it, a simple "*let's talk*" is enough.

# Now go use it.

2

*On your next video, post, or pitch.*

**COLLECT** **Your Story Bank.** *Keep a running list — jot moments down as they happen.*

The best stories aren't epic — they're small moments where something changed. Five seconds is enough.

A moment from this week \_\_\_\_\_

A moment from this year \_\_\_\_\_

A moment that shaped who you are \_\_\_\_\_

.....  
.....  
.....

**SHAPE ONE** *Pick a moment above, then plan it out — one line each.*

**T** The **moment / change** you'll open with  
\_\_\_\_\_

**E** The **real, honest part** — where you stop performing  
\_\_\_\_\_

**L** Your **proof** — a result, a number, or someone else's voice  
\_\_\_\_\_

**L** What you want them to **think, feel, or do next**  
\_\_\_\_\_

**OR BORROW ONE** **Tell a client's story.** *The fastest story you have is a transformation you already created.*

WHAT WAS LIFE LIKE BEFORE YOU?  
.....  
.....

WHAT'S IT LIKE NOW?  
.....  
.....

*That gap — before and after — is where the emotion and the proof already live.*

# Steal a hook.

3

*The Transition is the hardest part – and the one that matters most.*

When you're blank, start with a pattern. Read the **template**, then the *example* beneath it — then fill the blanks with words that are true for you.

## The Confession

"I used to believe \_\_\_\_\_, until \_\_\_\_\_."

→ *"I used to believe I needed expensive gear to make good video. Then I watched someone shoot a stunning film on a phone."*

## The Challenging Question

"What if everything you know about \_\_\_\_\_ is backwards?"

→ *"What if your weakness on camera is actually your biggest strength?"*

## The Story Hook

"\_\_\_\_\_ ago, I was \_\_\_\_\_. Today, \_\_\_\_\_."

→ *"Three years ago, my hands shook on camera. Today, I run a video business."*

## The Surprising Number

"\_\_\_\_\_ % of people get \_\_\_\_\_ wrong. Here's why."

→ *"95% of business owners think video has to be perfect. The opposite is true."*

## The Stakes

"If you keep \_\_\_\_\_, \_\_\_\_\_ . There's a better way."

→ *"If you wait until you feel ready, your competitors build the audience you wanted."*



Here's the thing I most want you to hear: *your story matters more than you think*. Sharing it isn't bragging — it's how the people who need what you do finally find you. The work you do changes lives. So does talking about it. Go tell yours.

— **Ryan** · *Your story is the strategy.*

Want help telling yours? That's what we do. → [tellstudios.com](https://tellstudios.com)