

## THE 4 C'S OF STORY TELLING

**CHARACTER-** Stories need characters. The characters need definition. We need to know where they've come from, where they're going and what they believe in.

**CHALLENGE** – Characters can't have an easy journey to the summit. That's too boring. To identify with you, we want to see mistakes, difficulty and personal growth

**CONFLICT** – You might like to pick a battle with someone. That'll usually create a headline. But better to identify inanimate opponents: like bureaucracy or excessive fees. Something to position yourself against.

**CONQUEST** – You don't have to show that you've taken over the world. But, if you want an audience to listen to you, you do need to demonstrate success. That you've conquered something.