

The Power of Story in Non-Fiction

by Diana Leigh Matthews

Why do we use story?

- It draws people in
- It's more than "you should just do..."
- It shows rather than tells
- It makes the matter relevant
- It provides application

Stories can captivate

- Storytelling resonates with our emotions and experiences.
- It turns a dry topic into a captivating narrative.
- The stories are relatable and memorable for the audience
- engages the audiences attention
- storytelling reveals authenticity and vulnerability, making the speaker more relatable.

Our lives all tell a story. What stories have God written on your life?

Ways to Use Story:

- Open with a story and end on a cliffhanger
- Use a short story to make a point
- Make the story relatable to the topic and the audience
- Draw parallels with famous characters that relate to the topic
- Use a Bible character or parable
- Customize to your platform whether this is a book, speech, social media, online course, or another medium.
- Use a story to open a discussion or ask a question
- Use your own story and focus on your part in that situation and what you learned or how it changed you
- Make them laugh

- Children
- Pet stories
- Red face moments
- Laughable moments

To tell a good story

- Choose a relevant story
- Start with a strong hook
- Show emotion
- Engage the audience
- Share what you learned from the experience
- Resonate with the Audience

Where do I find stories?

- Use your personal stories
- Use a family member or friend's story (with their permission)
- Use a well-known story
- Make up a story about yourself or a "dear friend"
- Ask friends/colleagues if they may have a true story they'd allow you to use
- Stories in the Bible
- Story from a movie or classic book

Using other people's stories

- Want to use an example from a friend or family member? Ask if they'd be okay first, especially if they would be shown in a negative light
- Found a story you want to use in a book? Reach out to the author and ask for permission
- Publishers usually require a signed waiver to use someone else's story

Places to incorporate story?

- Devotions
- Magazine articles
- Anthologies
 - Chicken Soup for the Soul
 - <https://www.chickensoup.com/story-submissions/possible-book-topics/>
 - Grace Publishing
 - <https://grace-publishing.com/manuscript-submission/divine-moments-guidelines/>
 - Michelle Rayburn <https://michellerayburn.com/fcl-books/>
- Non-Fiction book
- Speaking/teaching

What is your personality stamp?

- Humor
- Emotion
- Honesty
- Songs
- Movie quotes

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