

# 10 WAYS TO CAPTIVATE YOUR AUDIENCE THROUGH SPEAKING AND WRITING.

1

**Your words and body language should be telling a story.**

2

**Your story should be easy to follow.**

3

**Parallel your story's emotion with day-to-day emotions.**

4

**Use frameworks to tell your story.**

5

**Create characters your audience can connect to even if that character is you.**

6

**Your story should outline the point that brings clarity to your solution.**

7

**Focus on what your audience finds compelling, you might be surprised.**

8

**Connect and acknowledge your audience.**

9

**Connect your point to everyday things.**

10

**Reference your characters personality and traits throughout your story.**