

# DAY 8



## How Storytelling Can Help You Gather And Motivate Your Tribe

Think of one story (yours or a case study) you would love to share in your book. What is the main point you want to share with the reader?

### Three reasons why stories are powerful

- ✓ We are wired to understand stories.
- ✓ Stories help suspend disbelief.
- ✓ Stories help create an emotional connection.

"A GOOD STORY HELPS YOUR READER (OR LISTENER) ENGAGE AT A DEEPER LEVEL WHICH MEANS THEIR ABILITY TO LEARN INCREASES, AND THEIR MOTIVATION TO CHANGE OR TAKE THE NEXT STEP INTENSIFIES"

*Kat Lewis*

