



**What makes a
story engaging?**



**Don't just tell
the big picture**

Zoom in and include emotional & sensory details



FOCUS ON THE HUMAN ELEMENT
RELATE IT TO YOUR AUDIENCE'S LIVES



Who likes sweet things to eat?

Ganesha is just like you.

He loves sweet foods.

How do you get up in the morning?

Do you use an alarm clock?

Does some one wake you up?

How do they do it?

If you had been a monk in China or Tibet 200 years ago you might have been woken by a conch shell trumpet like this.

Do you see the dragon?

The Chinese believed that dragons slept all winter.

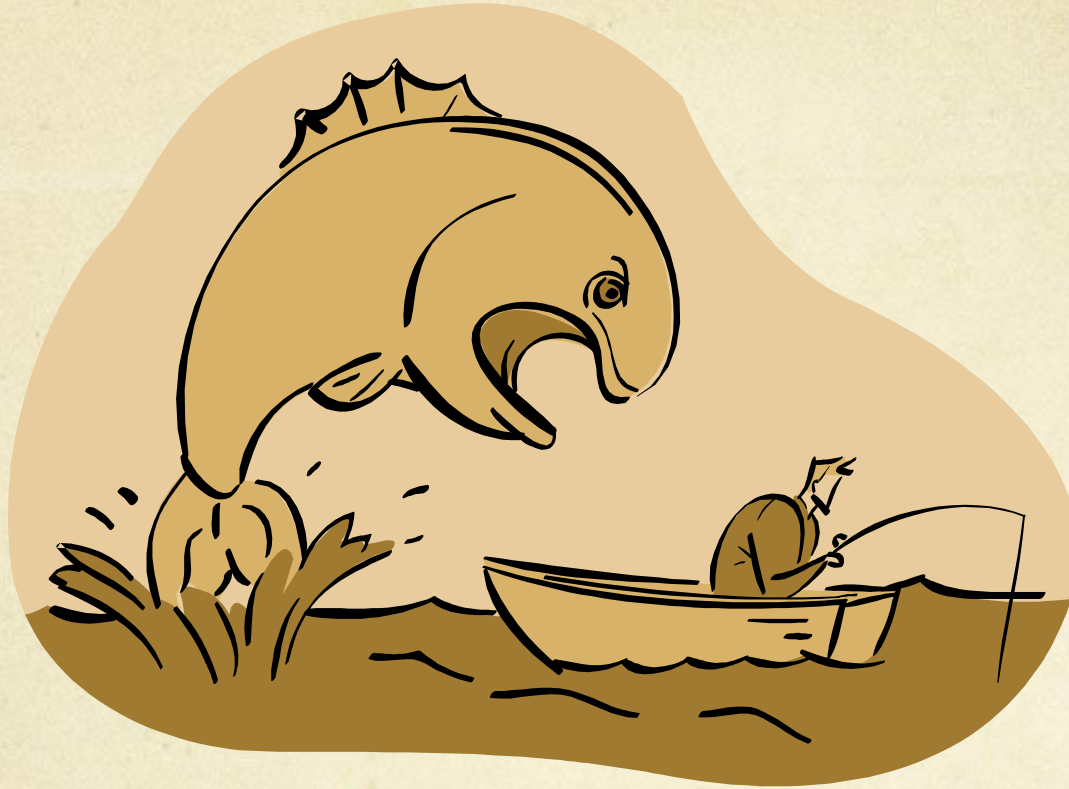
There are lots of stories about how they woke up the dragons...





Making Connections

Introduce the story by relating it to the audiences lives and interests.



Tension creates attention
Struggle creates empathy