

Using
S.T.O.R.Y.telling
to Inform, Educate,
and Stimulate Action

Elayna Fernández



@thePositiveMOM_



@thepositivemom

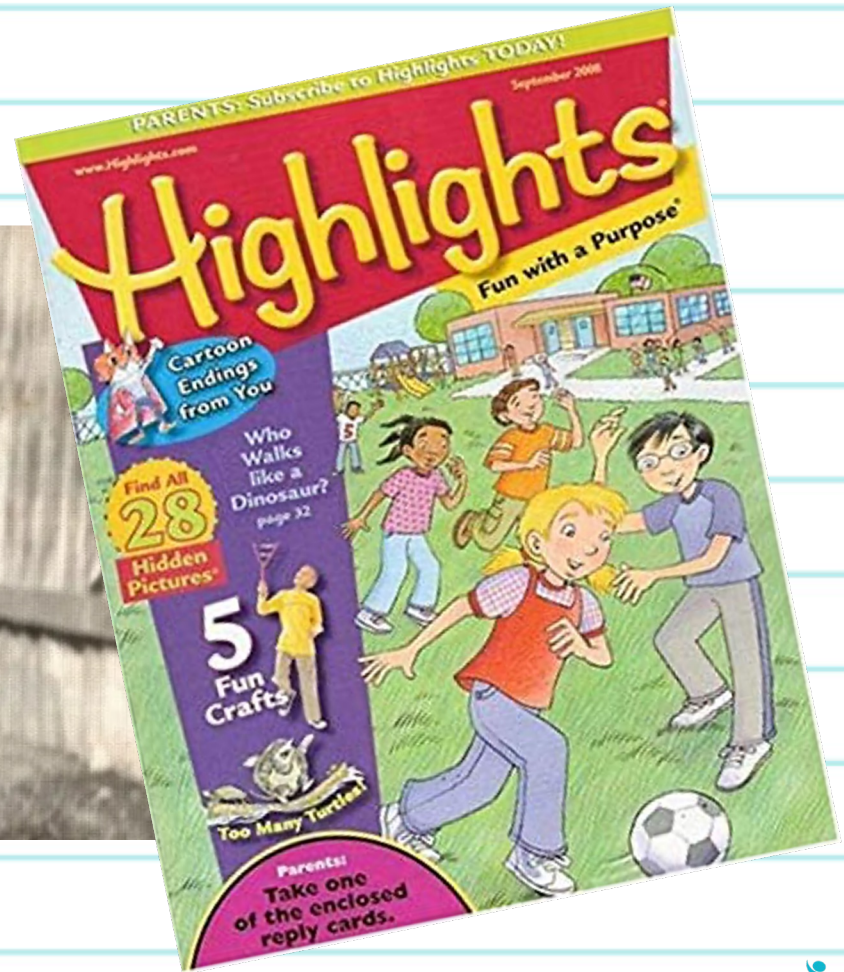
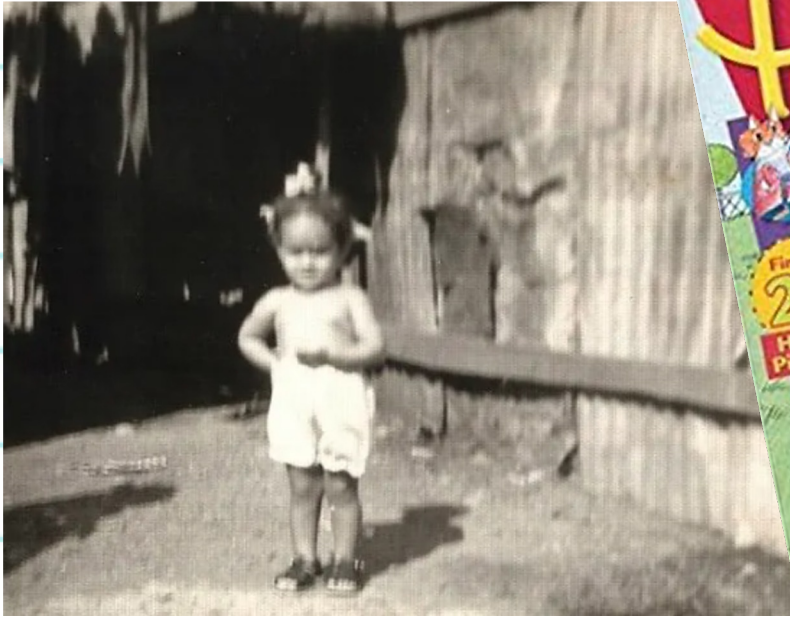
thePositiveMOM.com



Has a STORY
Ever Changed
Your Life?







STORY: many forms

- ✓ Written
- ✓ Visual
- ✓ Spoken
- ✓ Digital



Millions of moms in over 160 countries.

FOX

NBC

abc

CBS

TELEMUNDO

THE HUFFINGTON POST

LATINA

CNN

EO FIRE

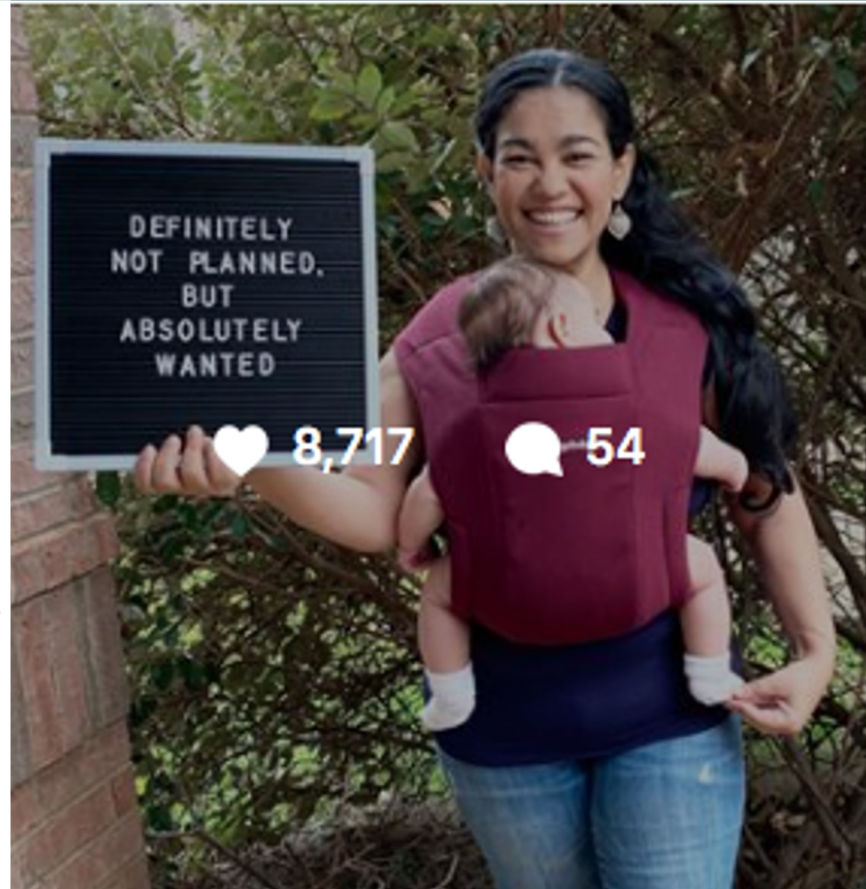
THRIVE GLOBAL

UNIVISION

Reader's Digest

MarketWatch

THE CW





Neutrogena

Johnson's baby

GoGo SQUEEZ

Minute Maid

NETFLIX

Clean & Clear

Post 123 SESAME STREET

Prudential



DELTA

MARVEL STUDIOS

The Walt Disney Company

Nestle

Kroger

Motrin

LISTERINE

Hallmark

TOYOTA

orgullosa

CDC CENTERS FOR DISEASE CONTROL AND PREVENTION

amazon

CREE

abc

General Mills

dreft

Hasbro

DREAMWORKS

COOPERTIRES

SONY

BW Best Western

STAPLES

sleep number

Hasbro

DREAMWORKS

JCPenney

HYUNDAI

LEGO

BW Best Western

TRUGREEN Live life outside.

Sprint

FOCUS FEATURES

Walmart

VICKS

LifeLock

NBC



CHEVROLET

HISPANIC SCHOLARSHIP FUND A DIPLOMA IS FOREVER

Sprint

Dove

AMERICAN GREETINGS

Albertsons

Walgreens

COSTCO WHOLESALE

The College Board

the toy association

AngelSoft

Hanes

AMERICAN GREETINGS

Albertsons

Walgreens

SAMSUNG

Bounty

Genius Plaza

intuit TurboTax

BEST BUY

Tide

CENTER FOR PARENT & TEEN COMMUNICATION

Enfamil

CHUCK E. CHEESE'S

WILLIAMS SONOMA TABASCO BRAND PEPPER SAUCE

ARM & HAMMER

AMERICAN TOURISTER Since 1933

UNITED



DSM Dallas Summer Musicals

Tide

CENTER FOR PARENT & TEEN COMMUNICATION

Pine-Sol



SpokeHub

chromecast



Cadillac

Dallas County Community College District

verizon bodyboss

Gerber

Carefree

KOHL'S

SeaWorld

MUSIC & ARTS

BRITA

Avocados from Mexico

Sam's CLUB

TYLENOL For what matters most

American Heart Association

American Stroke Association

GLAD trade more

qb QuickBooks

Nature Made

PERDUE

CALIFORNIA STRAWBERRIES pick real

CLOROX

WELLS FARGO

CHASE

Northwestern Mutual

Schick

TopCashback

NFL

World Vision



the positive mom

tripadvisor

nielsen

PlayDoh

SCHOLASTIC

STEVE HARVEY

FAMSA

Raising Awareness

Stories are MEMORABLE

Stories are SHARABLE

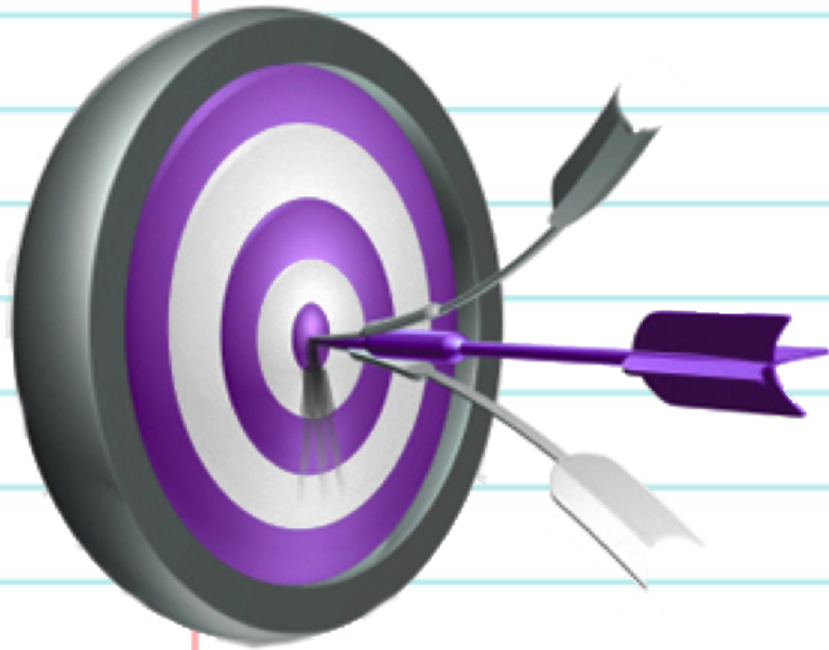
Stories are ENGAGING

Stories add VALUE, not VOLUME

Stories are RELATABLE



Raising Funds

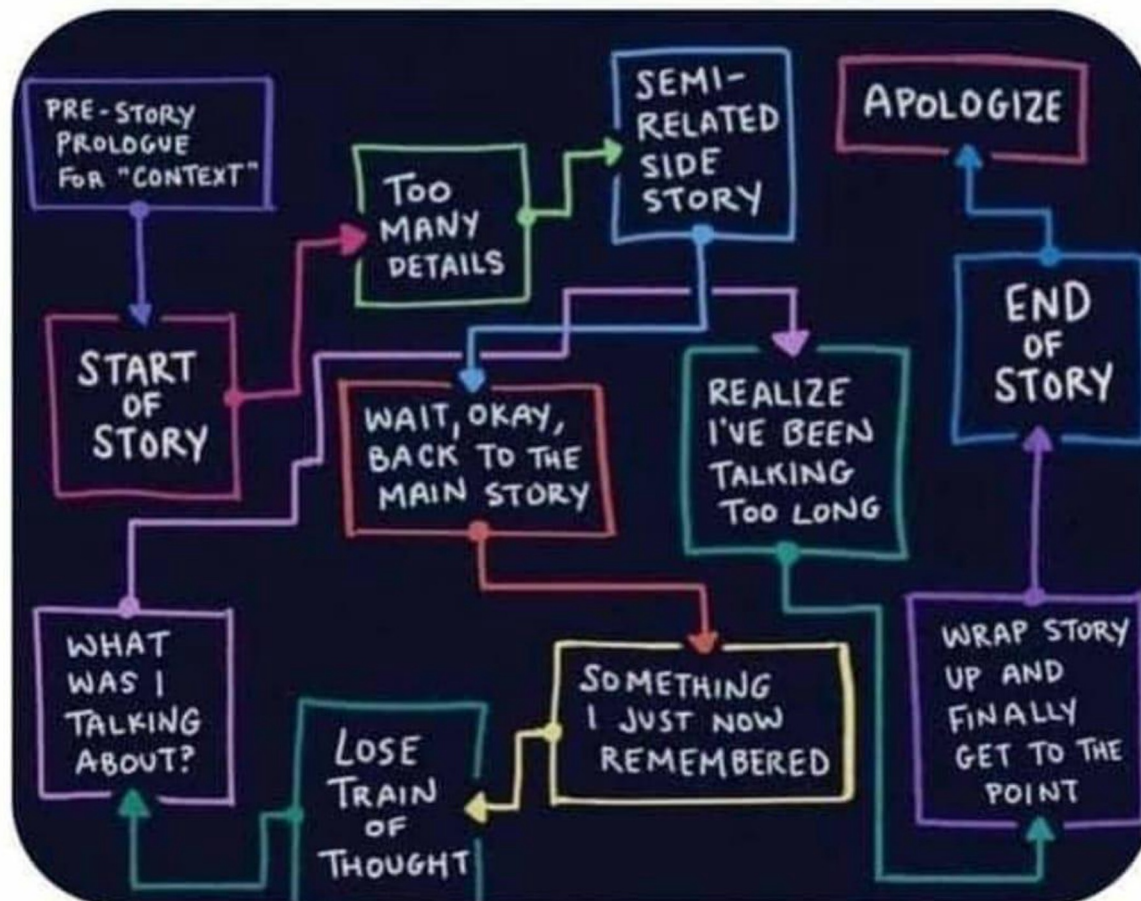


- ✓ Significant Objects Program
200- \$129 - \$8000
- ✓ Facts Tell, Stories Sell
~ Bryan Eisenberg
- ✓ When we use stories to communicate a message, people remember them 22x more than facts and figures alone.
- ✓ Story Marketing increases loyalty, decreases advertising costs, increases sales.

How a normal person tells a story



How I tell a story



IF YOU KNOW THE COMBINATION TO
THE LOCK



IT DOESN'T MATTER WHO YOU ARE; IT
HAS TO OPEN FOR YOU!

ORRIN HUDSON, CHESS CHAMPION



How to Design Compelling Stories



- ✓ Setting
- ✓ Senses
- ✓ Tension/Obstacle/Conflict
- ✓ Emotional contrast
- ✓ Characters: a HERO and a MENTOR
- ✓ Lesson/ Moral in simple language
- ✓ Tangible Call to Action

Principles of Storytelling





PAIN





+ PURPOSE





+ PERSONALITY



Walt Disney World  @WaltDisneyWorld · May 4, 2017

Watch as **Elayna** of [@thePositiveMOM_](#) and her family discover worlds of wonder at Epcot.





= IMPACTFUL RESULTS!



The 5 Components of a Memorable, Engaging, Impactful S.T.O.R.Y.



Struggle

Transformation

Outcome

Resources

Your Invitation

I-minute Story Framework

I was... (your "Me too/ before state")

I was living in a slum, sifting through trash in a landfill...



I found... (what started the transformation)

I found a magazine in a language I didn't understand...



So then... (outcomes of the discovery/ steps in the hero's journey)

So then I started my first business and enrolled myself in English classes...



Now I... (the "after state" with resources you provide)

Now I've been blogging in English for almost 18 years and help moms worldwide with my stories...



I invite you to... (your call-to-action)

I invite you to tell your story so you can change your life and the lives of others, too!



The 5 Components of a Memorable, Engaging, Impactful S.T.O.R.Y.



Struggle

Transformation

Outcome

Resources

Your Invitation



Set yourself up for success

ATV - *Authentic, Vulnerable, Transparent*

Speak to the right Avatar

[The decision-maker's inner child!]

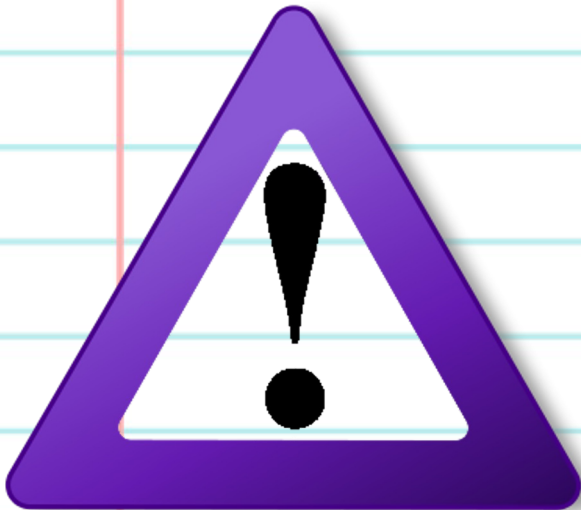
- What matters to them?
- Why do you care?
- How do you help them?

Choose the right Medium

Support the narrative with data

Use the Litmus Test for representation:

- Is it accurate?
- Is it respectful?
- Is it responsible?



Unlock The Power of Your S.T.O.R.Y.

Elayna Fernández

Storyteller | Strategist | Student of Pain



@thepositivemom

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