

1 Don't start at your computer



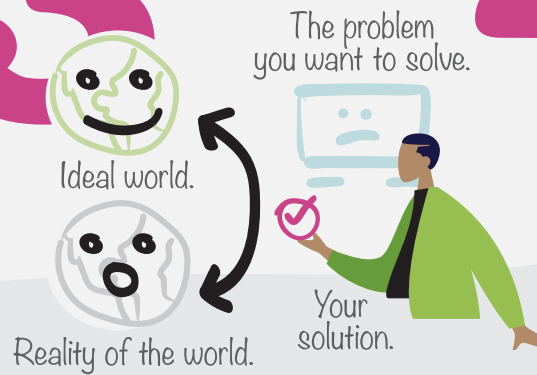
Write down your ideas on paper.

2 It's about the audience's story



They will relate to it.

3 Have a solid structure:



4 Have a clear theme



Show data & evidence. They must know!



Avoid nonessential information.



The willingness to take a risk on being vulnerable is a necessary condition to be authentic.

STORYTELLING GUIDE FOR SLIDESHOW VIDEOS

Resource: presentationzen.com by Garr Reynolds

Placeit



The first minutes should be meaningful information.

Make'em



Emotion impacts people more profoundly.

Do the unexpected



Engage people.

Demonstrate change



- * Information
- * Inspiration
- * Motivation

Stick to the main elements of a story:



Character

Goal