

Persuasive Narrative Workshop Series

SESSION 1: Introduction to Persuasive Narratives

February 23, 2021

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Persuasive Narrative Workshop Series

Fellows Persuasive Narrative Workshop Series		
Session 1	Introduction to Persuasive Narratives	Feb. 23
Session 2	Building Your Persuasive Narrative	March 23
Session 3	Putting Your Persuasive Narrative to Work	April 27

AGENDA



- Introductions
- Overview: What is a persuasive narrative and how does it work
- Story Arcs
- Elements of a Persuasive Narrative
- Examples
- Next Steps

POLL QUESTION

How often do you presently share stories about your practice to help people understand an issue?

- 1: Never
- 2: Once a year
- 3: Every few months
- 4: Monthly
- 5: Regularly

What is a Persuasive Narrative?

- Use of human drama to win interest and support
- Door opener for engaged discussion



Elements of communication

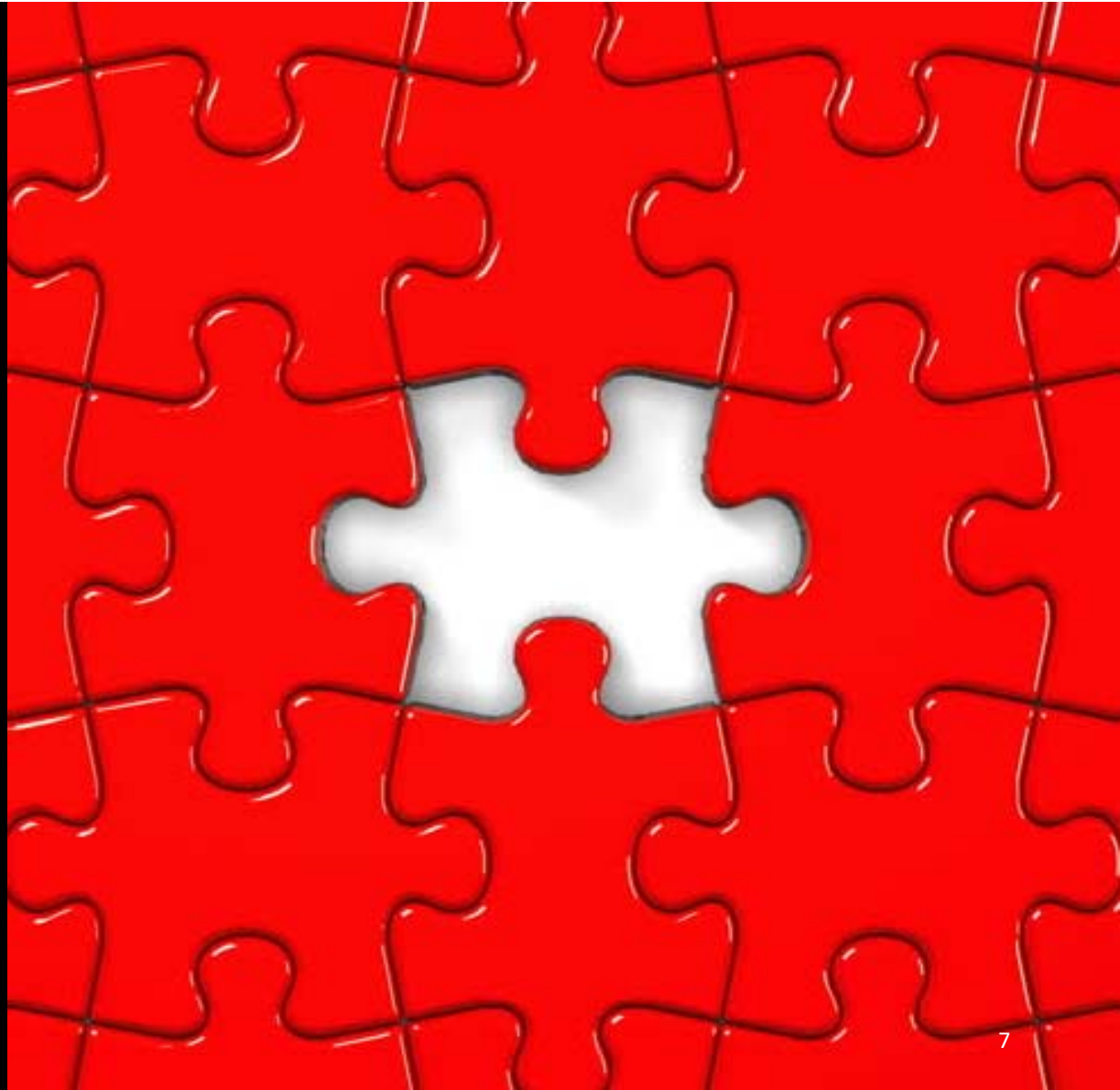
- Understand your audience
- **WHAT** does your audience need to know?
- **WHY** should they care?
- **ACTION:** What should they do with the information?





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But to be
memorable...

...Tell a story

Why a Persuasive Narrative?

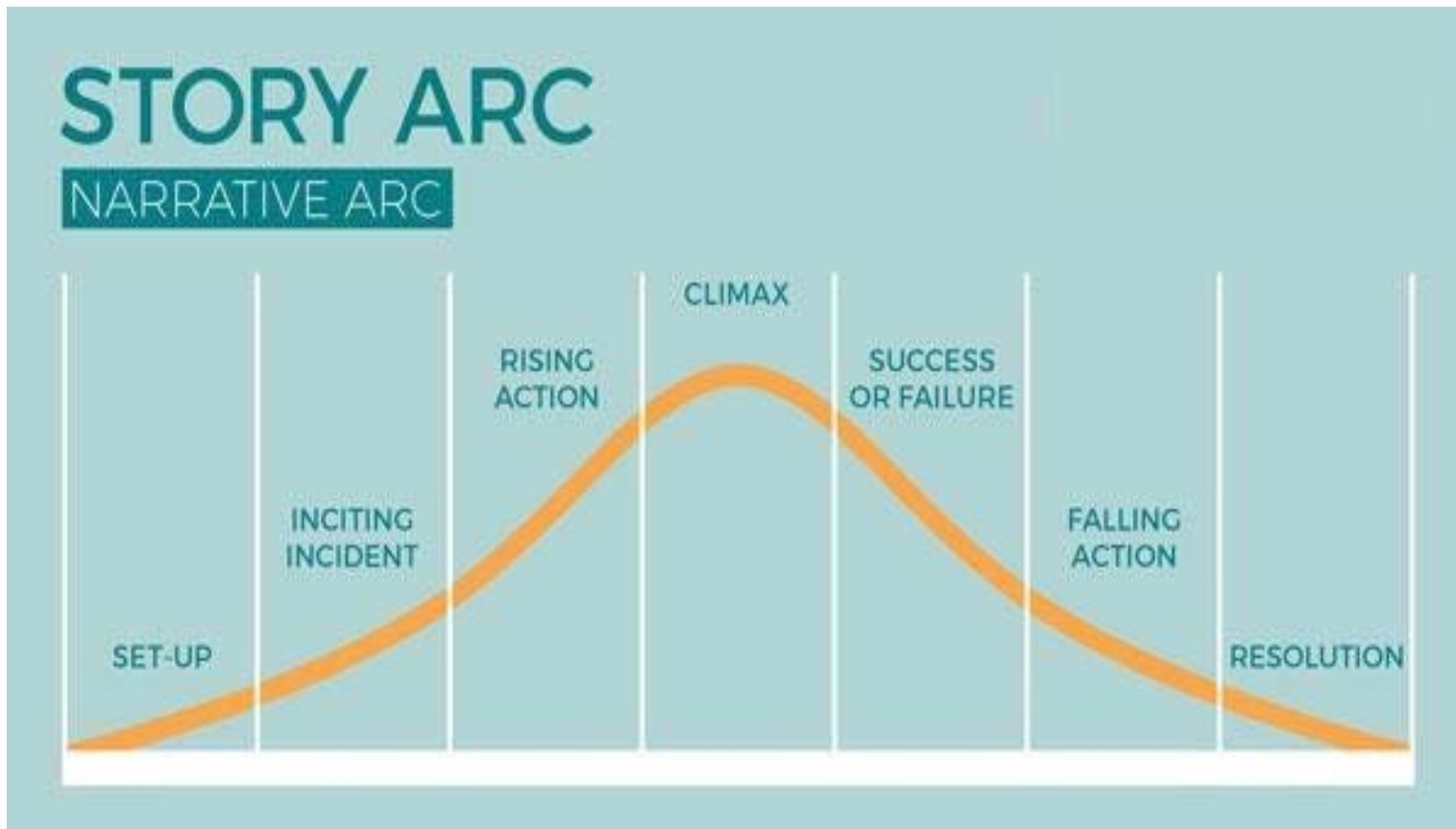
- We remember
- We connect
- We empathize
- We commit
- Offers tangible evidence
- Human perspective

What Makes a Story Powerful?



- Believable
- Relevant
- Tension
- Human
- Visual
- Impactful

Understanding the Story Arc



Presenting the Facts...

- High unemployment, especially in low-paying service sector jobs
- Lower-income families struggling to pay rent, utilities, bills
- Families food insecure— many for the first time
- Families stretch budget by buying cheap, typically unhealthy foods which exacerbate existing chronic health issues
- CalFresh under-utilized among Pandemic's newly impoverished

...Versus Telling a Story





Manny's Story

ing, dedicated family man especially proud of his two young children. to keep his condition under control.

s shocked. He looked 10 years older. His sugar levels had spiked and his st their food service jobs and we're worried about eviction. They were d foods, which were wrecking the careful diet we'd worked out together

m about the CalFresh program. I also reminded him that his health was g help.

like his old self again. He'd signed up for CalFresh, his family was eating e online nutrition classes. He's still struggling financially, but with a better

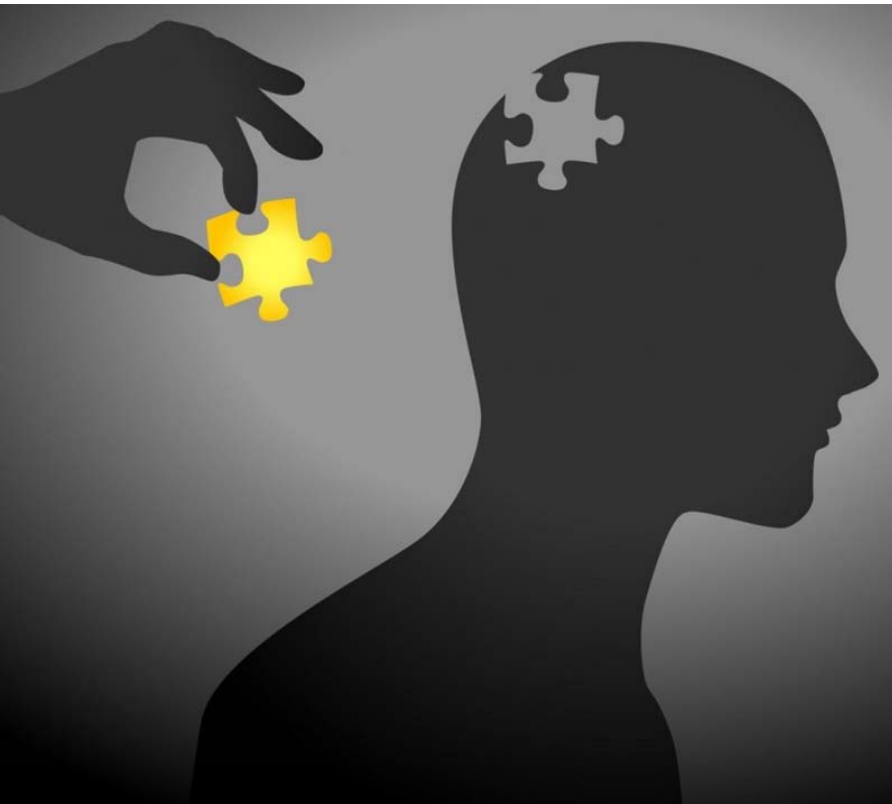
een devastated by this pandemic will also learn about the government

Following Your Story Arc



- **Set Up:** Hard-working family living on edge
 - **Inciting Incident:** COVID-19 Recession
 - **Rising Action:** Unemployment, Lost Income, Stress, Anxiety, Poor Diet
 - **Climax:** Weight gain, pre-diabetes
 - **Success or Failure:** Access CalFresh
 - **Falling Action:** Improved diet, health
 - **Resolution:** Re-employed
-

Did It Work?



- Put a face on the crisis?
- Help people understand the situation?
- Make it real and relevant?
- Create Empathy?
- Identify with the character
- Memorable and re-tellable?
- Offer a realistic first step?
- Invite action?



When the Arc Falls Flat

- Story is too sterile
- Facts and figures dominate
- Exhaustive detail
- Resolution doesn't feel concrete
- Audience doesn't connect

A yellow ribbon graphic with a 3D effect, curving across the page. The text "COMMENTS AND QUESTIONS" is written in dark blue, bold, uppercase letters across the center of the ribbon.

COMMENTS AND QUESTIONS

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Keep the Conversation Going

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Thank you



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Putting the Persuasive Narrative to Work

- Where does it fit?
- How do you introduce it?
- Remember, this is the first step to building a relationship
- Know your audience, what matters to them, and tailor appropriately
- Different audiences may want to receive information in different ways Pilot your stories with your target audience
- Value of using composite characters