

The 9 Storytelling Hacks Your Brain Can't Resist (Backed by Science)

The human brain is attracted to **well-constructed narratives**.

But, many stories *fall flat* because they leave out key elements, or they're presented in a disjointed manner.

Brain researchers have proven that specific narrative elements activate **engagement, memory, and emotion**.

These nine storytelling hacks align with how the brain prefers to process information and narrative — which will make your stories **irresistible**.

Master them, and your audience won't simply sit and listen; they'll **feel, remember, and act**.

The 9 Storytelling Hacks

Hack #1

A Relatable Main Character

1. Audiences connect with characters who reflect their own **experiences and emotions**.
2. Use character quirks, flaws, and unique details to make them more **lifelike**.

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Hack #2

Character Traits

1. Traits give **insights** into how characters react to various situations
2. Show, don't tell — reveal traits through actions and dialogue.

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Hack #3

Character Goals

1. A *specific* goal gives your narrative direction and provides **clarity** to the audience.
2. The stronger the goal, the higher the **stakes**, which creates **emotional investment**.

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Hack #4

Character Motives

1. Motives explain *why* the character pursues the goal, making the person **relatable**.
2. Relatable motives align with a universal theme.

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Hack #5

Obstacles & Conflict

1. Conflict creates tension which **activates emotions** and **drives** the story forward.
2. Include both external (situational) and internal (emotional) conflicts for **depth**.

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Hack #6

Stakes & Consequences

1. What's at risk if the character fails? (Higher stakes = **stronger engagement**).
2. **Emotional** stakes resonate more deeply than physical ones

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Hack #7

The Struggle

1. Struggle makes victories feel earned, and keep listeners **emotionally involved**.
2. Escalate challenges gradually to build **momentum** and **suspense**.

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Hack #8

Resolution & Transformation

1. A meaningful resolution must show **clear change** or **growth** in the character.
2. Audiences love “earned” endings — avoid sudden, unrealistic solutions.

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Hack #9

Sensory & Emotional Details

1. Engage the five senses to create **immersive experiences**.
2. Dialogue, body language, and setting details **bring emotions to life**.

SPEAKING CPR

STORIES THAT BRING LIFE TO PRESENTATIONS

Mastering these nine storytelling elements transforms your narratives into powerful tools that **captivate attention, evoke emotions, and inspire action.**

By aligning with how our brains naturally process information, these elements ensure your stories are heard and also **felt and remembered.**

Embrace them to **elevate** your storytelling impact.



Want to level up your stories?

Check out our new High Impact Storytelling ABS course.

For more detail, schedule a brief call with to discuss how it can best help you.

Click on the link below: