

Memorable Storytelling | learning outcomes

Module	Visual Concept	Learning Outcome	Key Content	Runtime		
unlock the power of stories	CREATE MEMORABLE STORIES PERCEPTIVE Menore micrositors Soph Common of Market Common of Ma	Discover why you need to tell stories in your marketing content that appeal to memory.	 Why memorable storytelling is important to marketers The three components that underpin the science of memorable storytelling 	12 minutes		
		Perceptive				
sensory impressions and context	CONTROL OF THE PROPERTY OF THE	Appeal to the senses and incorporate sensory impressions and context in your own stories.	 What the science says about sensory impressions in stories How to include specifics to mobilize the brain and invoke the senses 	15 minutes		
action across time	Mily and the first of the second of the seco	Include action across time in your stories to improve memorability.	 Why action across time is important to stories How to include action and reaction across time 	9 minutes		
Cognitive						
facts and commands	We're exposed to specifics BUT RECALL GENERICS We're exposed to specifics	Present facts and commands in a way that's meaningful and memorable to your audience.	 The research supporting facts and commands How to create a balance between abstract and concrete elements 	11 minutes		



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meaning	CONTROL THE	Control the meaning your audience takes away from your story.	Use stories to inform people what to do with what they remember	9 minutes		
Affective						
emotions	WHAT IS EMOTION? stote elicited by rewards or punishments	Engage emotion to make your stories more memorable.	 Why emotions impact memory How to provoke intense emotions from your stories 	8 minutes		
values and motivations	VALUE MOTIVATION the importance, worth, or usefulness of something amount of work tomeone is willing to do to obtain a reward or avoid a punishment	Use stories as sidekicks so something else can be memorable.	 How to tap into audience value and motivations Optimize your stories' memorability 	11 minutes		