



Where stories come into pitching

When [pitching](#) we put our attention on getting our content right - making sure that it is clear and that it is comprehensive. But if the presentation is all content that could be conveyed in a printed handout, then we are missing a trick.

When we are face to face with other human beings who we would like to influence, it is always worth asking - [what story would most powerfully capture their attention?](#) Stories [illustrate](#), stories [clarify](#), stories [bring ideas to life](#). Stories are a great tool to make something [human-sized](#), putting an idea into context and making it real for your listener.

Communicating about a product or service, our default can be to stay abstract and general. It may be that what we are talking about is very technical or complex, it may be that we feel we need to give a 'high-level' overview of something. We can also get stuck in the mode of using logic to persuade.

But ask yourself, [what could a story do?](#) How could you make the abstract or complex understandable through a story example?

Of course, we need the data and we need the logical argument. And, to be [motivated](#) and [inspired](#), we need your idea, your product or your service to be brought to life and made human for us.

And this is where your [STORIES](#) come in...

Reach Out

Continue your storytelling journey with our other articles in the Story Resources series from Narativ. If you need help, find our profile in the Trusted Supplier Directory. We'd love to work with you.