

Hearts & minds

*Speechwriting, storytelling
and persuasive writing*

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Washington state House of Representatives





1 – A different way of communicating

A large, dense crowd of people is shown from a high-angle, rear perspective. Many individuals are holding up their smartphones, suggesting a public event or performance. The crowd is diverse in age and appearance. The text '2 – The First Rule of Rhetoric' is overlaid in white, with 'your audience' on a separate line below it.

2 – The First Rule of Rhetoric
your audience



3 – It starts with the speaker
(ethos)



4 – Emotion is essential
(pathos)

WHAT'S YO

STOR

5 – Structure & storytelling

A woman with short grey hair and glasses is speaking into a microphone. She is wearing a dark blazer over a purple top. In the foreground, another woman with long brown hair is looking towards the speaker. The background is dark and out of focus, showing a person in a blue shirt. The text "6 –Storytelling in action" is overlaid at the bottom of the image.

6 –Storytelling in action

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7 – The four political sto



8 – Situational speech



9 – You always need
a call to action

AS IN THE
FOR WHOM HE SAID
THE MEMORY OF ABRAHAM
IS ENSHRINED FOREVER

10 – Discipline and structure
talent