Hearts & minds

Speechwriting, storytelling and persuasive writing

Guy Bergstrom and Jen Waldref

Washington state House of Representatives
1 – A different way of communicating
2 – The First Rule of Rhetoric: Know your audience
3 – It starts with the speaker (ethos)
4 – Emotion is essential (pathos)
WHAT'S YOUR STORY?

5 – Structure & storytelling
6 – Storytelling in action
7 – The four political stories
8 – Situational speech
9 – You always need a call to action
10 – Discipline and structure of talent