

STORYSD - EPISODE 94

FOR KIDS OF ALL AGES

Hi! I'm Soraia Ferreira and welcome to StorySD episode number 94.

Today's episode is dedicated to the second part of Travel Guide for Kids, which is historical information.

Welcome to StorySD!

Helping you use storytelling in your communication strategy. Explore other resources at www.StorySD.com.

And now, here is your host, Dr. Soraia Ferreira, story strategy consultant & trainer.

When I was building Travel Guide for Kids, I wanted the children to be the protagonists of the story but I also wanted it to be suitable for kids of all ages because we all have a kid inside us. We want to get to know things in a fun way.

In the book, there is a second part and in this part there are extra historical information about the locations.

A lot of times this information is not related directly to the story of Prince Henry and the Portuguese discoveries but it's related with a history of that particular monument.

The language in this part of the book is more complicated but still there are a lot of pictures illustrating the book.

When you are making a project, and now I'm thinking about for example a game, you always have a level that it's really easy because the only objective is for someone to enter the game and have a small win. Then when they go to the second level, then it becomes more difficult. In this project, this was more or less, the idea that I had and you can also think about this when you are building your own projects.

Standing on the Shoulder of Giants

The recommended resource for this episode is the book - Open: An Autobiography by Andre Agassi.

I really recommend this book because it's an excellent example of storytelling. From the first

page, it will grab you.

Even though, I'm not a tennis fan and I don't understand anything about tennis, as soon as I started the book, I was completely grabbed because this writer knows exactly which information he should pass and when.

For example, in the beginning of the book, not on the first paragraph, but on the second paragraph, you have:

"My name is Andre Agassi. My wife's name is Stefanie Graf. We have two children, a son and daughter, five and three. We live in Las Vegas, Nevada, but currently reside in a suite at the Four Seasons hotel in New York City because I'm playing in the 2006 U.S. Open. In fact, my last tournament ever. I play tennis for a living, even though I hate tennis, hate it with a dark and secret passion, and always have."

I was completely blown away by this information because he's one of the best tennis players in the world. At least that was the thought that I had about him. How could he be so good and hated it so much?

I was completely grabbed by this and I read the whole book.

I recommend you, if you are doing something that has a lot of information. How are you going to grab that information and turning it into a story?

This is a good example that can give you some tips on how you can do that. The next episode, it's going to be dedicated to the last part of Travel Guide for Kids that is the part with the games.

Until then keep moving forward!

Thank you for tuning in to StorySD.

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