

# THE ART of STORYTELLING

Read more. Read widely. Read together.



THE WORDS THAT COME OUT OF YOUR MOUTH ARE **INCREDIBLY POWERFUL**.  
THE RIGHT WORDS CAN  
**CHANGE THE WORLD!**



## THE POWER of WORDS

I REALISED THAT IF THE AVERAGE LIFE EXPECTANCY OF MEN IS 76, I WAS ALREADY 1/3 DONE

### 1 KEEP IT SIMPLE!

✘ MOST PEOPLE ON THE INTERNET DON'T SPEAK ENGLISH.

✘ USE SIMPLE WORDS!



### 2 BE ORGANISED

FOCUS ON **FLOW**

✘ THE **FIRST 5 SEC** OF A VIDEO ARE THE MOST IMPORTANT  
> HOOK STATEMENT > PRESENT THE PROBLEM > OUTRO

### 3 BE RELATABLE

✘ YOUR VIEWER COULD BE ANYONE  
✘ DON'T BE SELFISH! **HAVE EMPATHY**

**NAS DAILY**  
WAS BORN!

1,000 VIDEOS  
FOR 1,000 DAYS

NUSEIR YASSIN

38% LIFE

NAS MEANS PEOPLE...  
"NAS DAILY" IS THE STORY of PEOPLE!

