



What type of Value-telling Content do people want to see?

We love a story, they trigger emotions, which are a great help when trying to win a decision. The stories people like the most are those that make them feel. In order to tell the world's most amazing stories, you need to capture the right things. We thought we would share a list of the Value-telling Content people like the most:

Content Types

- Content that reminds us life is short. The important things in life.
- Content that reminds us dreams come true. Great success stories.
- Content that generates hope and faith. A better future.
- Content that makes people feel they matter.
- Content that reminds us of the forgotten or overlooked basics.
- Content with an unexpected twist, surprise or reveals a secret.
- Content that tells a story. Showing the journey and the win.
- Content that inspires people to act.
- Content that makes people smile or laugh.
- Content that shows something unique.
- Content that shows us that there is more to come.
- Content that confirms or challenges an assumption or dispels a myth.
- Content that educates people.
- Content that gives a fresh point of view.
- Content that shows where David beats Goliath.