

HOW TO GATHER STORIES

01 - COLLECTION

- **Get context**—if you don't know the client, talk to someone who does
Understanding the context will allow you to create and share the best, most authentic story possible.
- **Record the conversation & take photos**
This will allow you to focus on gaining the client's trust, rather than worrying if you'll miss something they said.
- **Schedule time to meet or call**
Taking time to plan ahead will make you both feel at ease and prepared for the interview.
- **Ease into your questions**
Remember: some people aren't always comfortable diving in head first!
- **Ask for details**
Getting more information upfront will make adding context a breeze.
- **Be patient**
Some may be uncomfortable sharing information with a stranger—be sure to schedule enough time to avoid rushing.

02 - PHOTOGRAPHY

- **Any visual is better than none**
Images make stories more powerful and compelling
- **Get close to your subject**
Your audience wants to see who you're writing about, so don't be afraid to get up close and personal.
- **Follow the light**
Natural light is a photographer's best friend. For best results, avoid letting light be behind your subject.
- **People, places, & things**
If possible, you can add visual interest to your photos by taking them with objects in the background, rather than a simple blank wall.
- **Consent, consent, consent**
*If you're taking photos at an event, outdoors, or anywhere else where multiple people are present, always ask if everyone is ok with being in a photo and **always** have an option for someone to opt-out.*

03 - POST-COLLECTION

- **Transcribe**
If you recorded your interview, try to get it into a Word doc.; if you don't have time, make sure you write out a few strong quotes.
- **Store**
Decide where you want to put all of the stories you've collected and ensure other members of your team know where they're located.
- **Use!**
Make sure key members of your team know what stories have been used--this will avoid over-sharing the same story.