

## EXPERT SESSION QUIZ

Title: **The 4 Elements of Great Storytelling**

Name: **Joe Lazauskas**

1. According to Joe, what are the TWO really important things stories make us do?
  - a. Remember\*
  - b. Decide
  - c. Care
  - d. Adapt
  
2. Heart rate + oxytocin = \_\_\_\_\_ ?
  - a. Absent-mindedness
  - b. Commitment
  - c. Memory
  - d. Immersion
  
3. True or False: Stories make our brains want to buy.
  - a. True
  - b. False
  
4. True or False: Most brands are great at telling stories.
  - a. True
  - b. False
  
5. Our brain activity \_\_\_\_\_ when we hear or see something new.
  - a. Spikes
  - b. Falls
  - c. Plateaus
  
6. Most consumers tune out if there's not action and story within the first \_\_\_\_\_ seconds of a video.
  - a. 2
  - b. 3
  - c. 4
  - d. 5
  
7. True or False: Videos with text and/or subtitles have a 28 percent lower completion rate than videos without.
  - a. True
  - b. False

8. Tension is the gap between \_\_\_\_\_ and \_\_\_\_\_.
- The beginning; the end
  - What we know; what we can imagine
  - What is; what could be
  - The world; our life
9. What are the four elements to great storytelling? Select all that apply.
- Relatability
  - Twist
  - Fluency
  - Tension
  - Hook
  - Novelty
10. According to Joe, this is "a golden age for brands that want to build \_\_\_\_\_ with their audiences."
- Great stories
  - Meaningful relationships
  - Awesome products
  - Heartfelt trust