



*Gram Slam*

**STORY -TELLING**



*Style Guide*

# The Style Guide:



## 1// THE TAP AND READ STYLE

The first one is the tap and read style. This basically means that the creator is telling a story using images and the written word, and with each tap of the screen the viewer is able to get more and more of the story. This is **very interactive**, and can be **super fun** for the viewers to experience. ✨ ✨



## 2// PRESENTATION STYLE

The second style is Presentation style, where the creator **verbally presents** a topic or idea. You can do this looking straight into the camera, or just voice it while the camera focuses on something else, but you're presenting something for your viewers to hear (or read if you're captioning it).



## 3// DIARY STYLE

The third style is diary style. This is where the creator takes you with them throughout their day-to-day life, showing you things that you would normally never get to see, being **super candid** with their personality, challenges and wins. This is a tricky one because often times the creator can get confused between showing what *\*they\** want to show, versus showing what their audience finds valuable. 😊

**Leave your ego at the door** and remember: **ALWAYS ADD VALUE!**



## 4// DOCUMENTRY STYLE

This is the **more professional** version of the "Diary Style". It's still bringing people behind the scenes, but feels more polished and thought out.



## 5// FILMMAKER STYLE



This is the **most high quality style** of all of the styles. If you're using the filmmaker style, you're really taking the videography seriously, you're aiming for a cinematography feel, you're probably using a proper camera to record, are going the extra mile of editing it perfectly, and you might even be using a drone ;) This is awesome but super time consuming. I leave it to the pros.



## 6// CREATIVE STYLE

(AN ARTISTIC MIX OF SOME OR ALL OF THE ABOVE)



Pretty self-explanatory right? This style is where you get to mix and match as many of the above as you'd like, but in an **intentional** and hopefully **artistic** way.



WHICH STYLE IS MOST IN LINE WITH YOUR BRAND?



CREATE A STORY ON INSTAGRAM USING **YOUR STYLE**



AND TAG ME SO I CAN SEE IT!



I'M @ALEXBEADON

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