**Boost Your Brand Narrative With Great Stories**

Developing human interest stories is one way to ensure writing stands apart from AI-generated content, suggests communications exert Ann Wylie. Unearth content ideas by considering process changes that may be of interest, posting requests for stories and posing "when questions" that often harken moments of pain, change, crisis or decision.

***PRSAY 2.6.24***

[*https://prsay.prsa.org/2024/02/06/unleash-your-narrative-potential-3-ways-to-find-great-stories-to-tell/*](https://prsay.prsa.org/2024/02/06/unleash-your-narrative-potential-3-ways-to-find-great-stories-to-tell/)

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