| What’s in a tale to treasure | Telling the tale |
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| **When:** when your tale to treasure took place | **When:** when your tale gets told |
| **Where:** where it happened | **Where:** where it gets told |
| **Who:** who the story is about | **Who:** who tells the story and who do they tell it to/with |
| **Why:** why the events took place  | **Why:** why it is told |
| **How:** how it feels at the time | **How:** How telling it or hearing it again makes you feel |