

BECOME A **GOOD STORYTELLER**  
TO INCREASE **AUDIENCE ENGAGEMENT**



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In the pages below, you're going to learn about becoming a good storyteller in your business. When you know how important storytelling is in your business, you will want to use these lessons every time you create content of any kind. Because the truth is, you can use storytelling strategies and techniques within all types of content you make for your business, whether it's educational, motivational, social, or transactional.

First, we'll cover some background information so that you understand why and how storytelling is important for audience engagement. Then you're going to learn all about the benefits, and then we'll get into the meat of actually doing it.

It's no secret; to grow a successful and long-term business, you need an audience. In order to find this audience, you need to find a way to get in front of or ahead of your competition. This way, your audience knows you even exist and are a valuable resource to them. The work doesn't stop once you gain their attention, though. You must retain their attention and continually engage them. This is called audience engagement and can easily make or break your business.



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# What is Audience Engagement? Why is Audience Engagement Important?

Audience engagement defines how interested your audience is and how much they take part or interact with your content or business. Audience engagement can be in the form of comments on your social media platforms or, the most obvious and crucial -- a purchase of your product or service. This means that without audience engagement, you won't have the revenue to fuel your business. A vital resource just about any business needs to survive and thrive.

In this day and age, gaining your audience's attention and their trust to make a purchase goes far behind having stellar products or services. It's about being unique and going above and beyond through forming deep and trustworthy relationships with them. A fabulous way to engage your audience and develop these meaningful bonds is through corporate storytelling.

## WHAT IS CORPORATE STORYTELLING?



Corporate storytelling is using stories to teach, inspire, enlighten, change, or persuade your audience. You can tell many different stories—from your origin story, product story to why you became a business in the first place—or how-to videos and instructional videos of your services. You can even be creative and go beyond your companies ideas and be imaginative just to communicate and interact with your audience. The main point is to stick out so that your competitor starts recognizing you as their competition within your industry's market.



Humans love stories. In fact, the brain is hardwired for stories. They are easier to digest and more attractive to the human brain—making it easier to connect with your audience's emotions and gain their trust. Forming deep and long-lasting relationships with your audience is the key to sustainability. When you understand your audience, you can communicate with them more efficiently and provide more value.

As you continue to read this guide, you will learn everything you need to get started developing powerful brand stories and more to engage your audience better and increase your conversions for a successful future.



## STORYTELLING



# The Benefits of Storytelling in Business

Storytelling is powerful and more than just a buzzword or fad in business. It's here to stay as it's the bridge to audience connection. Without connection, what does a business have? More than likely, they have a business of inferior products, services, and communication. Not a good recipe needed to run a successful and long-term business. A necessary recipe for success includes a strong foundation centered around your audience. Through storytelling, you can better create this foundation.

## HERE ARE THE 6 VITAL BENEFITS OF STORYTELLING IN BUSINESS:



### To Increase Audience Engagement and Loyalty

Stories are universal and flexible, making it easy to connect and relate to your audience. They are a powerful tool that allows you to maintain your audience's attention and loyalty to your brand.

The stories you create should always have audience engagement as your top priority. You want to inspire your audience to take some kind of action towards or for your business. Without positive audience engagement, you can't expect your business to grow.



## To Build A Community of Similar Values

Creating a community further builds audience engagement and is attractive to your customers. People need to feel heard and to be around people who have similar values. When you can build a community along with a powerful business model, you are sure to stand out against the competition.



## To Simplify Complex Ideas

Stories make it easier to connect and educate ideas or concepts that may be too complex to understand right away. They can make your audience relate to or understand issues they never experienced themselves or imagine a better and more fulfilling life—making it easier for you to relate with and connect to your audience and motivate them to do something or make a difference.



## To Be Competitive and Out Beat Your Competition

Stories are memorable, and that's what you need to stand out against your competition. Competition is healthy for business as it better allows you to solve problems for your customers. However, if you don't stand out and successfully communicate your value to your audience, you won't make it within the industry. Storytelling sets you apart and allows you to communicate with them as a human.

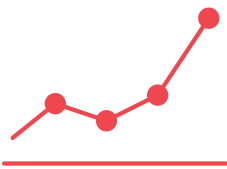
Memorability is also vital to create a brand that lasts through the years and is sustainable. As you can better connect and relate to your audience, your brand loyalty will increase, meaning you can better withstand the challenges or changes that time will undoubtedly bring to your business.





## To Humanize and Personalize Your Brand Image and Objectives

To get your audience to make a purchase or trust your brand for the long run, you need to humanize and personalize your brand image. Customers no longer want to interact with a business entity or a brand that can't understand reality and dehumanizes the process. They want real connections to know that the time or revenue they exchange is worth it. They want to know that your business truly has their back and understands their problem. Through storytelling, you can better create this image of trust and credibility.



## To Grow a Sustainable and Long-Term Business

Change is inevitable. You cannot stop change, nor should you want to. Through change, you evolve and develop better products and services for your audience.

However, these changes can make it hard for a business to survive if they don't achieve brand loyalty. Brand loyalty is needed to make it through any environmental or social factors that could impact your business. Storytelling earns brand loyalty and can better guide you and your audience through these changes and more.

As you can see, storytelling is a tool used to enhance the conversions you need to survive as a brand. It centers around the most critical asset to any company, and that is your audience. Through storytelling, you gain the audience engagement you need to increase your success now and in the future.

# 7 Traits and Values Important for Storytelling

Understanding the benefits of corporate storytelling is only the first step to being successful. You must practice or maintain the right traits and values to better communicate and create a story worth sharing in the first place. These traits and values are necessary to producing a story that actually works to engage your audience.

The following are seven traits and values essential to craft a compelling and engaging brand story:

## #1: AUTHENTICITY

Honesty is vital when connecting with your audience. They don't want to feel manipulated or like you are trying to trick them into something. Always keep it authentic and related to your values and add personality. To attract the right audience, not only do you need to know who they are, but you are also required to understand yourself and your goals first. In other words, just because something is profitable doesn't mean it's a good idea for you. To tell more profound and more meaningful stories, you need to believe them too.

## #2: VULNERABILITY

Stories that touch and connect with your audience's emotions create the most impact. Showing your vulnerable side turns on these emotions and shows your audience you genuinely care and are human too. Showing some vulnerability demonstrates empathy and compassion for their problem—making it easier to form a connection with your brand.



### #3: CONSISTENCY

Developing a consistent message, image, and tone across all stories and platforms is the most effective way to communicate with and engage your audience. With consistency, you are more recognizable and memorable; powerful resources set you up for growth and business sustainability.

### #4: CONFIDENCE

To tell a believable story and gain your audience's trust, you must display confidence. This can be displayed in the way that you hold your posture, or speak during live presentations, or the words to how great your company and target audience is. In other words, don't tell your audience, "we think you will enjoy this" say, "We know you will enjoy this and add it to your collection."

The words you use and how you hold yourself are essential to how you expect your audience to act. Just as they say attitudes are contagious, so is your body language. If you act sad, defeated, or scared that your audience won't believe you, it's likely the same energy they will ingest and reflect as well.

### #5: MEMORABILITY

As you know by now, a pivotal aspect to a successful business includes thinking about the materials or metrics you need to be around for the long term. No business or brand wants to only be around for a week or two; their goal is forever. To make a difference within your brand and community for lifetimes to come.

To do this, you need to develop a memorable, unforgettable, and easily recognizable brand that stands out against the competition. This means having a brand image and message that is consistent, relatable, and relevant to your target audience. Use everyday or conversational language, add personality, originality, and humor to help create a more lasting impression.

## #6: ORIGINALITY

Show your audience a perspective or new idea in a way they've never seen before. Originality is how you stand out against your competition. While you all may be solving the same problem, your ideas, concepts, and perspectives make the real difference.

## #7: MARKET AND TARGET AUDIENCE AWARENESS

By far, the two most important traits you can't skip if you want to gain the benefits of storytelling. You can't just tell any story and think you found the winning strategy. You need to harness your skills and know who your target audience is and isn't.

Create buyer persona's along the way and find as many ways as possible to be engaged within your community and market.

Each of these traits and values is learnable with a bit of work and mindfulness. Just like any skill, you can practice it and do better with time. If you want your story to make a real impact, always keep these traits and values at the top of your mind when presenting and developing your stories.



# What You Must Have to Craft a Successful Story

While stories should be creative and be unique to your brand, that doesn't mean you shouldn't follow specific criteria to ensure your story makes a good influence on your audience. Anyone can write a story as long as they know what is required to make the right impact.

The following are the things required to create and share a successful brand story with your audience:

## A DEFINED TARGET AUDIENCE



For a story to work, you need to share it with the right audience. Of course, you don't want to put too much hard work, time, effort, and dedication into a product and story and then share it with the wrong audience. As suggested earlier, following your buyer's persona as you craft your story is a great way to ensure you stay on track and gain the focus and interest of the right people.

A buyer persona encompasses an overview or deep dive profile of your customers. The profile should be created about the person you want to buy your product because it solves their problem. The buyer persona includes their interests, strengths, weaknesses, occupation, or lack of hobbies and other interests. In other words, it is a brief portfolio of your idea or perfect customer that has a clear picture of what they do each day, the challenges they face, the things they enjoy, and how they make decisions.

It is good to create more than one buyer persona depending on your goal, product, services, and ideas. If you have more than one product, it's likely you have more than one buyer, for example, to better market and find your audience. Your buyer personas are a road map or blueprint to creating solutions for a specific person. If you know who your audience is from every angle, you are more likely to develop better products and more engaging stories.

## A CLEAR PURPOSE AND OUTLINED GOALS

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Your story, just like your business idea, needs a plan with a clear purpose with outlined goals to enable you to effectively stay on track and draft a compelling and engaging story.

### Here are a few questions to answer to help guide the process:

1. What problem can I solve for my target audience?
2. What interests do my target audience have, and how do I relate?
3. What was the inspiration for your business?
4. What can I teach my audience?
5. What emotions do I want to elicit from my audience?
6. What actions does the audience need to take next?







After you answer these questions, determine which story you want to go with first. Eventually, you could develop different stories that answer these questions individually. The more stories you can create, the better.

## REALISTIC AND RELATABLE CHARACTERS

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For your audience to take an interest in your story, create characters they can understand and relate to. Make them realistic to the struggle or situation you are trying to fix or enhance.

Some common characters you should always have in your story include:

### → A HERO

Also referred to as the protagonist. This is the star of your story. For brands, it's always a beneficial idea to make your protagonist your target audience. This is the best way to ensure you make a relatable character and someone your target audience can easily understand.

### → A SIDEKICK

This is a character that can make just as much impact as your main character. While they are not as important, they are vital to creating connections with the protagonist to expand the story further.

### → A MENTOR

The character that supports or educates your hero or protagonist along the journey. A perfect example here is Obi-Wan Kenobi and Anakin Skywalker. Obi-wan is the mentor, while Anakin is the protagonist of the Star Wars movies.

## → AN ANTAGONIST

A villain that leads or causes all the drama, stress, and anxiety. The one tries or successfully gets into your protagonist's way. The antagonist doesn't always need to be human. It can be an internal struggle such as anxiety or depression and environmental challenges such as disorganization, or even a hurricane or societal change or judgment, for a few examples.

## → NARRATOR

This is the person or thing that tells the stories. Often this is your protagonist but can also be the sidekick, villain, or even an actual narrator; the choice is up to you.

# AN INTERESTING OR MEANINGFUL STORY LINE AND ARC

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To make it memorable and impact your audience, develop a relevant storyline to your cause and their problems or interests. A storyline is that material that brings everything together. It is the narrative of all the characters, events, and ideas connected.

The story arc is a chunk of that narrative that includes:

## A BEGINNING

Start with a hook to grab your audience's attention and then introduce your protagonist and other characters.

## A MIDDLE

Lead into a conflict or challenge that your protagonist must face.



## AN ENDING

Having a solid ending that your audience understands and relates to the overall objective or goal.

## A CALL-TO-ACTION

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A call-to-action is a direction or description of an action that you ask your audience to do. Examples include a "Buy Now" or "Learn More" button on a sales or landing page and directly inviting your audience to join your Facebook groups. It's best to make it as evident as possible without sounding demanding. The point is to make it clear, straightforward, relatable, and even fun to do.

## TOOLS, VISUALS, AND OTHER AIDS

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Use visual aids, colors, graphics, and descriptive words to help create a consistent and interactive story. Content calendars and software tools like Loomly can help you publish, measure, and create your content all in one place. Making it easier to add measures that allow you to engage better and keep your audience hooked and interested.

When you draft your first story, use this list as a reference or template to ensure you include everything you need to craft a compelling and engaging story for the right audience.



# 10 Stories to Develop to Build Brand Awareness

There are many different types of stories to develop as you continue to build your brand narrative. To make a real impact with your audience, you should think about each of your goals and then showcase those goals into individual stories.

As you learned earlier, a narrative is the journey of the overall story or series of events. The story arc is that narrative broken down into a specific set of circumstances with a clear beginning, middle, and end. In other words, each brand story you create adds to your brand's narrative allowing your audience to understand your overall main objectives fully.

Here are ten story examples or arcs to create and market to your target audience to increase your brand loyalty and awareness:



## #1 ORIGIN STORY

What made you start your business? What is the backstory to creating your products and services? What was the piece that started the journey? The origin story is about the point where it all started, including what sparked the idea, challenges that might get in the way, and the changes along the way. It's about the process you took to develop what you have now.

## #2 PRODUCT STORIES

These are the stories that explain why you created a specific product or service and how you did it. These stories also show it benefits their target audience, the ones hopefully reading or watching the story. It's a showcase of the product uniquely that doesn't just list features and benefits.





### #3 FAILURE STORIES

Displaying your challenges and failures to your audience shows that you truly understand their struggles and that you know how to fix them because you have been there too. Your audience knows no one is perfect, and if you try to show them, you are it won't be as easy to gain their trust. They want to connect with genuine and honest brands.

### #4 BACKSTAGE STORY

This is about sharing with your audience everything that happens that they can't see. All the hard work, dedication, and crafting make your product so unique and valuable. It's a great way to show vulnerability and build trust throughout the process.



### #5 WINNING AND VALUE STORIES

Brag about your success and what you have accomplished. Highlight your companies values and how they benefit your audience and others. What does your brand stand for?

How has that stance allowed you to make it to where you are today? How does this success help your customers? What happened to make you believe in it so much and inspire the start of your company?

## #6 CUSTOMER SUCCESS STORY



Put your best customers on display and share how your products or services positively changed their life.

Let your customer direct the show and share what they want to share. Seeing their perspective provides you more insight on how to better communicate in the future and helps you relate with your audience. They are your audience, so why not let them control the show sometimes?



## #7 HOW-TO OR EDUCATIONAL STORY

Teaching your audience something is a great way to connect to them. Teach them how to solve their problem or use your products and services. These stories can go far beyond your specific products, help you relate to your audience, and further provide value.

For example, suppose you have a skincare company. In that case, you can share a story about how your skin cream helps restore their skin but then continue that series with other tips and tricks that don't connect to products you have yet—showing your audience that you know how to help their problems even without a tangible product to provide.



## #8 GRATITUDE STORY

Share with your audience how thankful you are to have them and their support. These stories further increase trust and validate your customers' opinions or decisions for choosing you over the competition. It highlights that you care that while you work hard, know that hard work would be nothing without your audience.



## #9 INSPIRATIONAL STORIES

Inspirational or influential stories allow you to overcome any objections or apprehensions your audience may have. It's about showing your audience that you listen and honestly care about their concerns and are only there to benefit them. Include their doubts or the myths shared, and then find a way to highlight a different perspective to get them to trust you better and gradually change or instill their thought process and actions.

## #10 PERSONAL STORIES

To further show your audience your vulnerable side and that there is a person behind the business, share some personal stories. These could be stories that happened to you that further inspired others or stories that show why you possess specific values for your company.



You can tell your audience many powerful stories. This is only a brief list of the many possibilities. Be sure to develop each one of these stories to create a brand narrative that forms a strong connection with your audience. The key is to remember who your target audience is and how you provide value to them uniquely and creatively to better educate and engage your audience.

# 7 Tips to Becoming a Great Brand Storyteller

Storytelling is an art and a skill you can practice and master over time. As long as you keep doing it, trying, and experimenting, eventually, you will gain the skills needed to develop stories that compel and attract your audience.

Remember, the goal of storytelling is to connect and uniquely engage with your audience to stand out and make a name for your brand. It would be best if you created powerful, appealing, and memorable stories to do so. It all requires the use of many different skills that you likely use daily without realizing it.

Follow these fourteen tips to help you become a great storyteller and better connect with your target audience:

## Be Passionate

Confidence is essential if you want to connect with your audience and ensure that they believe the words or story you are presenting that you have strong feelings that show through about the topic. This is because your audience can easily take notice of it as it easily seeps into the quality of your work.

To increase your confidence, you need to have a real and honest passion for your audience and developing business.

The more you care about what you create, the more you can solve problems, and better communicate them with your audience. When you have passion, you want to practice and perfect your skills and learn everything you possibly can to provide value in new and better ways. Allowing you to easily and gradually perfect your craft and deliver more engaging stories with your audience.

## Don't Rush It

Be sure to find the right pace when delivering your story. This can be how fast you speak, how quickly you show your visuals in a video, or how fast you introduce your characters, context, and conflict of your story. You want your audience to fully understand each step or scene of the video without feeling overloaded.

This also includes finding the proper schedule to deliver your content at a speed that makes sense. You don't need to develop all the company stories listed earlier in this guide overnight and then share them right away. That will only overwhelm your audience and not seem very trustworthy to start with. Plus, the more content you can spread over time, the more you can reach your audience.

## Get to Know Your Audience on a Personal Level

The more you know someone, the more comfortable you feel, and the better you can understand them—giving you two powerful tools to connect with your audience in a more relatable, personal, and human way.

You know these people so well that you have the confidence to know exactly how to deliver a message they can understand and relate to, just like those who experience social anxiety until they get to know you—all things are essential to crafting a better and more engaging story.

This is another reason it's important and valuable to create a community within your brand and business. So, you can interact and communicate with them on a more personal level to fully understand their struggles, interests, and more. It's the golden ticket to truly understanding your target audience and letting them know you care and are the reason the business is around.

# MY STORY





## Focus More on Your Customers

One of the biggest mistakes you can make as a business is focusing too much on yourself and making your company or yourself the highlight of every story. In fact, for the most part, you should never make your company the protagonist unless it makes a necessary scene.

This means your origin stories and background stories don't count. Include your audience by making them characters in your story as much as you can. Share consumer or user-generated content, create thank you videos or find other ways to give back to those supporting your business in a fun and emotional way.

## Add Something Unexpected

Every tremendous or impactful story has an unexpected, shocking, or "wow" moment. It's a powerful way to create a unique brand image and better challenge your competition.

The incredible piece to your story allows you to be more memorable, which further creates brand loyalty.

This involves taking risks and fully understanding your audience from every point of view and angle. Use fun twists, exciting or shocking facts, or beautiful visuals for a few examples. Surprises or unexpected events allow your audience to build curiosity and interest, keeping them hooked on your story and wanting more.

## Research Your Competition

To make sure you tell a better and more compelling story to your audience, you need to see what your competition is doing. This is a required step for any successful business to start with and is no different for storytelling. When you research your competition, you can see what stories they have already done and how they impact the audience and their business.

This is a great strategy to see if certain storylines or arcs work the best on your target audience. You can also pinpoint holes in their stories to know where to start designing a more engaging messaging.

Seek to stand out and be different. Ask yourself, "why should my target audience pick me over my competition" then show them through storytelling. You can't know how you compare if you don't research your competition first.

## **Remember the Common Rule, "Less Is More."**

You don't need complex stories to be different from your competition or make your audience notice you. While it may get their attention first, it can also make a poor first impression if not done correctly.

You don't want your audience to take too long to understand your values. You only want them guessing a little to keep them interested. However, if they don't understand the concept or idea and are confused, they'd likely get disinterested or, worse, irritated and want to move on.

As long as you fully understand your audience and the goals for your company, you should be able to develop stories that impact without too many things going on. You don't want to distract your audience. You want to be memorable and valuable.

Use these fourteen tips to your advantage if you want to build a deep and meaningful relationship with your audience. The key to audience engagement is developing a relationship through trust and honesty while providing real value.

# 10 Tools to Utilize to Improve Your Storytelling Techniques and Visuals

To ensure you create a cohesive and consistent story, it's important to take advantage of as many tools, software, and other technology as you can. The social networking sites industry is worth a staggering \$61.4 billion. This means many other businesses are rushing to get a piece of the pie.

Further meaning that developers are creating tools with social media in mind to help businesses take advantage of these profits. They know what you need to be successful, and they want to help. They know social media is valuable and vital to your companies marketing strategies. Let the experts who take the time to research and test your needs help you.

Here are ten tools to utilize or try to create a more consistent and lucrative brand story:



## CANVA

One of the most beneficial tools for all digital products, from e-Book covers, YouTube thumbnails, or fun and clever memes or infographics, is good graphic design software. Build professional presentations, logos, resumes, and even Instagram stories or other mobile-friendly stories straight from Canva.

Customize any post with cute graphics, photos, videos, audio, and text with many templates.

Add all your marketing material to their content calendar to ensure you post consistently. When you prepare, you will ensure that you don't miss an opportunity to engage with your audience.

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## FACEBOOK LIVE

As stated earlier, Facebook groups are a great way to call your audience's attention and take action. It builds a community that your audience enjoys and can feel connected to. Take advantage of all the features Facebook has to offer, including their live feature.

This is a perfect way to instantly engage with your audience and have them ask questions or present live stories for them to watch together. Let your audience inside for an exclusive first look at your products or services. Share behind-the-scenes content. Stand out against your competition and show your audience you care by giving them a front-row seat.

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## MOOVLY

Turn all your written content and stories into videos easily with Moovlys video editor and customizable templates. Explain a product or service, create a video advertisement, convert a course to a video, and more in three easy steps.

First, choose the best template for your product. Then drag and drop images, text, or browse through millions of royalty-free illustrations, photos, and music to the video editor to download or share with your audience.

4

## VISME

Give your digital and visual content an upgrade to help build your brand reputation. Create boardroom-ready presentations with engaging charts and interactive infographics, short videos and animations, cohesive brand material from resumes, letterheads, and even training material for your employees.

Then share it directly to the social media platform of your choice within Visme. Whether you're an individual with a creative side, a business, or a teacher Visme has plenty of options to choose from, designed just for you, to keep your audience engaged.



## PROMO

Create custom-made video ads, social media videos, product videos, explainer videos with an award-winning video maker. Create high-performing videos that boost audience engagement with more than 4,000 templates, 100M premium HD videos, and photos from Getty and iStock images to choose from.

Post, publish, upload, and share your videos directly to Instagram, Facebook, or other social networks, including your blog directly from Promo as much as you want. If you ever need help, you are never alone with Promos' anywhere, anytime, customer support.



## CORTEX

Know precisely what is driving conversions to your business. Cortex will separate exactly which piece of content within a video or photo impacts your conversions, so you know what to keep or what to take out—improving your content and making a better impact on your audience.

Doing this on your own can be timely and costly, but Cortex can do it for you instantly by gathering data from where your audience lives. This includes Facebook, Instagram, or other social media platforms that your audience visits the most. Then it identifies the details that are common and most effective with your audience and develops a playbook that shows you the details. If you want to maximize your audience engagement knowing which piece of content brings them in is key.

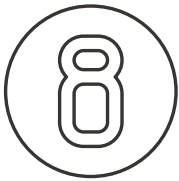


## IMGFLIP

Create a fun meme instantly with the imgflip meme generator. Simply upload a new template or choose an image from the most popular section. Then add the top and bottom text to your image and click generate meme. You have the option to remove the watermark for a small fee.



Depending on the image you upload, you can even create posters, banners, advertisements, and even use animated templates to give you more interactive memes. Memes are a great and fun way to connect with your audience and make them laugh. As you can see, with imgflip, they are super easy to create as long as you can think of some creative or funny words to add easily.



### PREZI

Make your live presentations or videos stand out as you interact with your visuals on screen with Prezi. Create a human-centred connection with your audience by creating more than just a PowerPoint presentation and adding your face or audio to the presentation. Prezi shows that 12.5% of presentations using this software are more organized, and 21.9% were better at persuading their audience. Download their free E-Book to learn how to create more engaging presentations with Prezi.



### ANIMOTO

A drag and drop video editor allows you to create unlimited branded videos for a small monthly fee of fifteen dollars. Add logo, watermarks, or other brand colours and choose from a million commercially licensed photos and videos from Getty images to easily enhance your videos. Easily customize with intuitive colour, text, and design tools in any video format you need.

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## VIZZLO

Create beautiful charts or complex graphs in seconds with Vizzlo. Add fonts, colours, and logos that are consistent and brand safe. Choose from over 100 chart templates, pre-designed themes, colour pallets, or create your custom layout.

Download high-quality PDFs and auto-sync your documents and their data. Add these charts or graphs to your website and share editing rights for documents and folders to better collaborate with your team. Integrated with Box, Dropbox, Google Drive, or OneDrive and instantly add to your PowerPoint and Google Slide presentations.





Don't do all the work yourself. Use tech and people to help you. Even if you can, you won't create a visually engaging and powerful story that your audience will love alone. Make your stories more impactful with the many benefits these tools provide. Give at least one a try and watch your stories come to life quickly and easily.



# Conclusion

Now you know just how powerful stories can be for your brand and everything you need to get started. Use this guide as a resource and come back to it every time you create a new story.

Take advantage of the tools listed, practice the key traits to storytelling, remember your main objectives, and always keep your audience as the center of attention to produce stories that successfully interact and engage your audience. You are only one story away from solidifying your future and evolving into a brand worth recognition.

What you have learned in this report has included quite a bit of information to help you going forward with content creation and building your content library for your business. You know now and understand that the way you tell your story, your customer's stories, and how that motivates your audience to engage with you and ultimately buy from you is priceless.



# DEVELOP YOUR ORIGIN STORY WORKBOOK

**What is a story you repeatedly tell that ties to how you got started doing what you do for your audience?**

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**What hardships did you face as you discovered, developed, and succeeded in developing your product, system, process, or service? Remember: Be Vulnerable.**

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**What principles, values, and morals guided you as you sought a solution to the problem?**

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**What problem does your solution solve?**

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**What gaps were you filling?**

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**What did you care about most as you sought solutions?**

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**What was bold or risky about what you did or needed to do to find and/ or create the solution?**

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**When did you finally see a result of a payoff to your struggle?  
The “aha moment” should be described in detail.**

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**Note:** Don’t try to be a marketer here; just be honest, authentic, and get the facts down. Use your answers to help you put together a cohesive story to relate to, engage with, and, yes, sell to your ideal audience.







# MARKETING GUARDIANS

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# TAKE THE Risk OR Lose THE Chance



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If the marketing strategies you've been trying simply have not delivered, it's time to do something different! If you're ready to get the long-term success your company deserves, let's crush your marketing challenges together. Our Monthly Marketing Programs help your business get ahead. Through custom consultation and in-depth industry knowledge, we work with you to understand and evaluate your business' goals. With a clear vision in place, we plan and execute monthly marketing initiatives that will have you standing out from the competition. Think of us as your remote team of marketing experts that take care of all things marketing for your business to get ahead.