



Telling Your Story

(To market your business!)

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WHY STORYTELLING?

1. **CONNECT** with your customers
2. Keep your Audience **ENGAGED**
3. Find **CREATIVE** Ways to explain your offerings

The 3 Stories You Should Be Prepared to Tell

1. Your **ORGANIZATION** Story (The ABOUT ME Section)
2. A **CUSTOMER** Story (Testimonials)
3. A **PERSONAL** Story (Anticipation Posts)

Your Company Story

1. **WHY** did you start your business?
2. **WHO** does it help?
3. **WHAT** inspired you to start?

REMEMBER - Details Build Connection!

Your Company Story EXAMPLE

About Me

I am a storyteller.

And I have been since I was young. The thing that gives me goosebumps is walking down the street or looking into lit apartment windows and realizing - every single one of these people has a story. And I have the opportunity to help tell it.

And a businesswoman.

I didn't start out as a writer. In fact, I started out as a financial analyst before I transitioned into the Public Relations world. There, I learned the tricks of the trade:



Customer Story

1. Tell me about your client **BEFORE** they encountered Your Business
2. Who were they **AFTER** your services?

REMEMBER - Raving about how great a client experience is can be great. But the real power is in the STORY.

Customer Story EXAMPLE

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Yasmine's Encouragement ...

Meet Yasmine - she went from feeling unfulfilled and unmotivated teaching other people's work to making enough to live comfortably healing women with her signature program.

She's one of the Priestesses inside THE SHE MODULE.

And since joining we uncovered her divine gifts, got her from making \$8000/mo (enough for most to quit their full-time jobs) and ready to scale up to \$20,000/mo..... **See more**



Personal Story:

— — —

1. The **PROBLEM** you encountered
2. How you found a **SOLUTION**
3. How this solution can help **OTHERS**

Personal Story EXAMPLE

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7. Kitestring founder Stephen Boyer created an app to protect his girlfriend



Kitestring is a web-based app that notifies your emergency contacts when you fail to respond to a check-in message.

The reason Stephen Boyer created the app is very inspiring; he wanted to keep his girlfriend, who lived in a dangerous neighborhood, safe.

Personal Story EXAMPLE

- — —
1. I was constantly worried about my girlfriend's safety because of the dangerous neighborhood she lived in.
 2. **Every time she was home a moment late from work, I would panic and wonder if she was okay.**
 3. Sometimes, we would even get into fights because I was so stressed when she was late calling me, or when she had to work late.
 4. I created this app to put my mind at ease and keep my girlfriend safe.
 5. And I am sharing this solution with you.



STORYTELLING

COMMON MISTAKES

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Too Much Info in One Post

“My name is Ella, and I used to be an accountant. But life punching numbers into a calculator was never a good fit for me. So I did what any reasonable person would do in this situation: I moved to East Africa to become a teacher and learn what I wanted to do with my life.

When my visa expired, I knew I had to go back home, and began to consider writing as a career. But first I got a job at a non-profit organization where I continued my accounting work. My husband’s job moved us to a new city, so I had to quit the non-profit job and look for something new. That’s when being a professional writer crossed my mind.”

Vague or Broad Details

“I never felt like I fit in my old job. As a writer, I help people tell their stories, and it feels incredibly fulfilling. I have finally found what I was created to do in this life!”

Oversharing

“I used to cry every day on the way home from my accounting job. I hated it so much that I thought there could not possibly be a way that I would make it through each week.

It must have been obvious how much I hated working there because my boss called me into his office one day and said, “You seem pretty miserable here. I don’t know if accounting is for you.”

My next job was also not a good fit and I fought with my boss regularly. I wondered how I could find a career path that was the right fit for me!”

Excellent Examples

“I began my career as an accountant. While I was good with numbers, my favorite part of every day was sitting with others in the breakroom and hearing the stories of other employees.”

I loved learning about other’s experiences, and would ask questions to learn more. I would say, “Tell me about your family. Tell me about where you were born. What is the most impactful thing that has happened to you?” Understanding the stories that created an individual intrigued me and helped me understand people on a deeper level.

Soon, I learned that others liked to share their stories with me, and they wanted them written down. After an individual would tell me about the amazing meals their grandmother cooked, or what it was like when they first arrived in America, I would type it up and share it with them as a gift.

Little did I know that storytelling was my gift to the world, and soon would be my career.”



STORIES BUILD CONNECTION

Questions?

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