

VALUE STORY WORKSHOP



You have an innovative solution. A unique product that stands out from the rest. A special group you want others to join. **Stories supercharge your value proposition.**

The Value Story Workshop equips you to speak the language of your potential investors/customers/members so they see, and act upon, the value of your offerings.

DISCOVER

Who is your audience?

What do you want them to do?

DESIGN

Create relatable characters
+
Strong conflict

DELIVER

Creatively tell your story through email, web, social

OUTCOMES

- Create compelling proposals, strong origin stories and effective testimonials
- Genuinely connect with investors, customers or interested members quickly
- Strengthen the bond with existing supporters
- Unify your messaging through all streams of communication
- Overcome objections to sales/membership



Rance Greene helps leaders understand their audience and what they are asking them to do. His story-based business solutions have made him a sought-after speaker and consultant. He is the author of *Instructional Story Design*, published by ATD Press. His lively workshops are noted for their practicality and, of course, stories.