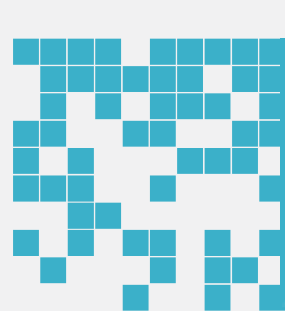


STORYTELLING TECHNIQUES YOU

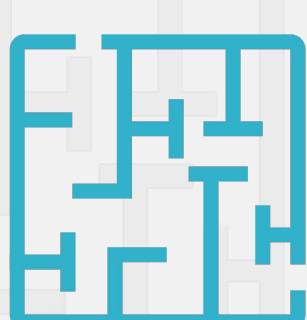
Need To Use



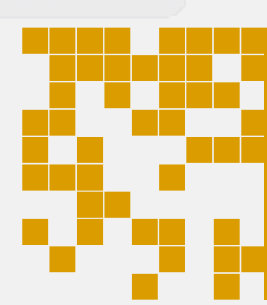
You probably already know people buy with their emotions which is exactly why you need to harness storytelling



FIND THE INTERSECTION



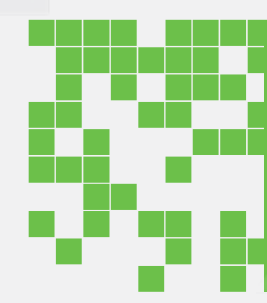
A story that doesn't emotionally connect your solution to your audience's problem isn't a story. It's information.



TELL A STORY THAT'S BIGGER THAN YOU

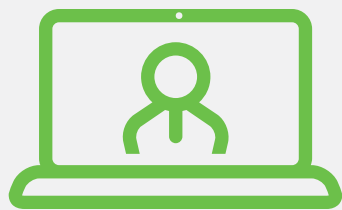


The story you tell goes beyond your products or services and connects to the wider world. A good story always has an opportunity to start a movement.



BUT DON'T BE AFRAID TO GET PERSONAL

Showing your audience who you are is one of the most effective ways to increase your social share of voice.



Who are you as a founder?

Tell your audience the path that led you to their inbox. It may not be the coffee bean, but people relate to stories.



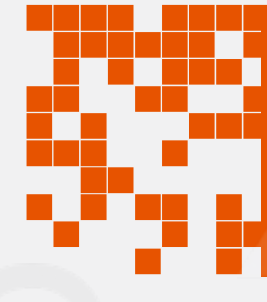
How did you get here?

What kind of twists, turns, or pivots did your company or even your products take to get where you are today?



What makes your team amazing?

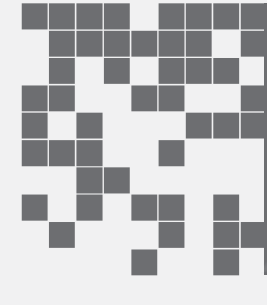
Your team is just as much a part of your story as you and your customers. You can even let them help tell your story!



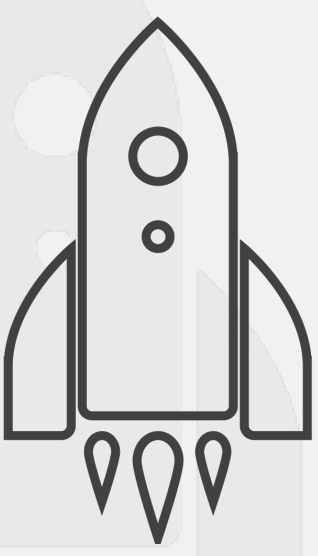
TELL YOUR STORY BY WAY OF ANALOGY



One of the most powerful ways to help your audience "get it" is through metaphor. It's essentially creating a quick picture instead to make a comparison.



SPILL YOUR STORY ALL OVER THE PLACE



Jeff Bezos once said, "Branding is what people say about you when you're not in the room."

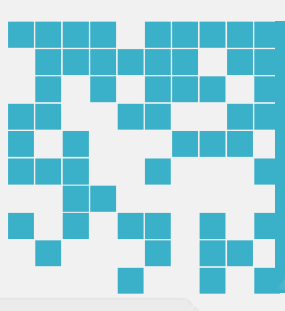
It should slowly begin to roll off of your audience's lips to create an infectious environment of referrals and satisfaction.

STORYTELLING TECHNIQUES YOU

Need To Use



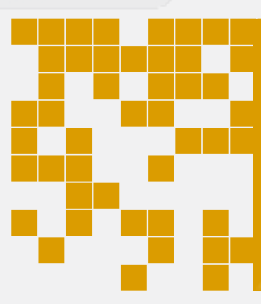
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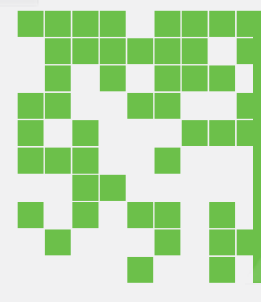
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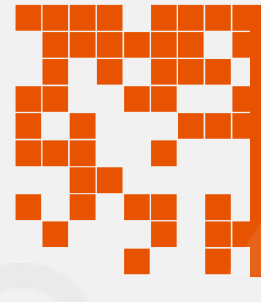
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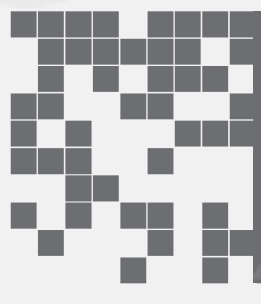
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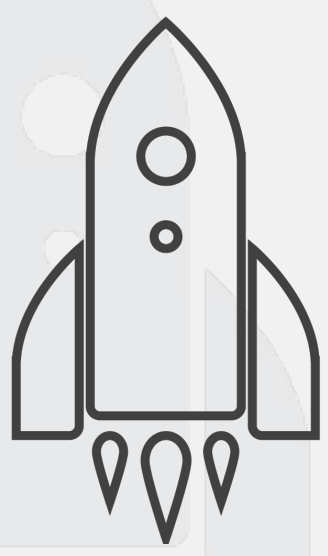
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