

# Be Your Business's Chief Storyteller

Creating Growth & Market Through Your Story

By Ira M. Gostin, MBA, APR

My Story

@gostin

# Me 3.0



- Investor Relations Officer
- Marketer
- PR Practitioner
- Strategist
- Educator
- Entrepreneur



CorporateLiveWire  
**WEST COAST USA**  
Communications Strategist of the Year  
2021-2022



2021  
**GOLD**  
WINNER

**“Tell me the facts and I will learn,  
Tell me the truth and I will believe,  
But tell me a story and it will live  
in my heart forever.”**

**- Native American Proverb**

# Today's Agenda

What is a  
Story?

How to  
Start?

Telling the  
Story of Your  
Business

Get  
Free Shi\*t!

Questions?

# STORYTELLING

**Creative**



**Content**



**History**



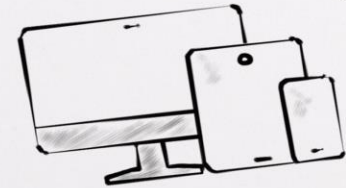
**Experience**



**Marketing**



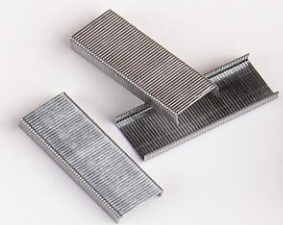
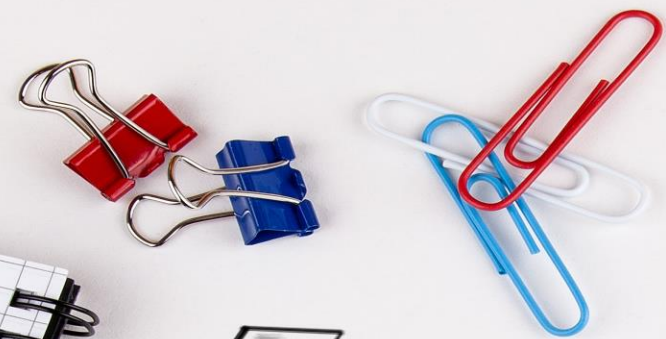
**Communication**



**Emotion**



**Share**



# What is a Story?

A story is a medium-driven journey with a beginning, middle and an end that conveys a point of view and provides the audience with a representation of that message.

# 7 Reasons to Tell A Story?

1. Influence Your Audience
2. Communicate a Theme
3. Create a Desired Effect
4. Persuade or Motivate
5. Get Desired Results
6. Create a Call to Action
7. Move the Needle

“A Story is **22x**

more likely to be  
remembered than facts  
or figures alone”

Psychologist Jerome Bruner





**63%** of a test audience could repeat story elements—**5%** could repeat figures. Adding imagery increases retention by **400%**

# Stories...

- Connect Us
- Captivate Us
- Stimulate the Brain
- Motivate Others to Action
- Excite Us
- Thrill Us
- Inspire Us

# Why Does Most Small Business Messaging Fail?

- It's Confusing
- Boring
- All about the Company, not the Customer
- Inconsistent
- Not Rehearsed
- Doesn't flow

# Types of Stories

- Elevator Pitch
- One Sheet
- Infographic
- Pitch
- Narrative
- Video
- Podcast
- Tweet

# 8 Principles of a Good Story

1. Beginning
2. Middle
3. End
4. Transitions
5. Call to Action
6. Clear Message & Theme
7. Authenticity
8. Clearly Defined Hero

# Begin Crafting Your Story

1. You Must Have a Point of View
2. Make It Personal
3. Brainstorm, Spitball, Ideate
4. Sticky Note Ideas
5. What is your Message?
6. Be Sincere
7. Be Authentic
8. Be Purposeful



# What is a Pitch?

- It's Not Sales
- It's Not Lead Generation
- It's Not Complex
- It's Not a Sales Contract
- It's Not a Proposal
- It's Not Painful!
- It **Is** a Micro Story





# Elevator Pitch

“Do you wake up in the morning and wish you could get going faster with more energy and zip? Me too! Acme Electric has a new line of enhanced LED light bulbs that feature all of the characteristics of the sun, enveloping you in the warmth and glow of natural lighting to start your day. You can control your day straight from an app on your phone!”



# Elevator Pitch

*"Did you know that organic dark chocolate has 18 unique and positive health enhancing characteristics? Acme Chocolates features amazing quality, organic, single-sourced dark chocolates from Latin America. Please, try some with me?"*



# Don't Be Dick



*"My name is Dick. I  
work for Acme  
Chocolates. We make  
candy bars. We're  
like Hershey's but  
different. Our  
candy is good. I  
can send you a  
catalog and set you  
up an account. I  
have been working  
here for three*

# RENO

## BITES

**1** Amazing City

**3** Food Network  
star chefs

**20+** restaurants & chefs  
all over town

**25,000**  
PLATES OF FOOD TO BE SERVED

**650,000**  
BITES WILL BE EATEN

**8** of Reno's  
best chefs in  
the showdown



[RenoBitesWeek.com](http://RenoBitesWeek.com)

**2017**



iPod.  
1,000 songs in your pocket.





#### **WE'RE SORRY**

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.

Visit [kfc.co.uk/crossed-the-road](http://kfc.co.uk/crossed-the-road) for details about your local restaurant.

# Write Now—Elevator Pitch

1. What is One Key Point
2. Brief Theme
3. Unique
4. Make it Short
5. Make it Interesting
6. Who is your Hero?
7. Call to Action
8. Put it Together







“Storytelling is by far, the most underrated skill in business.”

- Gary Vee

# Summary

- ✓ Create a Story Strategy
- ✓ Understand What Your Audience Wants
- ✓ Its About Them, Not You-Think Apple
- ✓ Clear messaging
- ✓ Personalize it
- ✓ Prototype and Rehearse
- ✓ Call to Action

**Get Free Sh\*t!**



**Thank You!**

**NCET**

Business. Technology. Events.™

# G8 Strategies

INVESTOR RELATIONS,  
MARKETING & COMMUNICATIONS

Thank you!



[ira@g8strategies.com](mailto:ira@g8strategies.com)