



STORIFY YOUR

BUSINESS





AN INTRODUCTION INTO THE
ART OF STORYTELLING TO
GROW YOUR BUSINESS.

PULL YOUR READER INTO
YOUR WORLD AND MAKE
THEM STICK.

Step 1

Realise (I mean, TRULY realise) the significance of your story



Every person on earth carries a unique origin story, painting a vivid picture of their life journey. You, like every other human being, are captivating and interesting. You can use your story to draw people in and connect with total strangers personally through your life events. Now, you may not always WANT to do that, but your story has power if you need power and engagement.

You can positively influence those around you by sharing your background, experiences, triumphs, and tribulations.

Your story can influence decisions.

Where to start?

Take time to introspect, reflect on your past, and identify what shapes your identity. Engage in meaningful dialogues with family and close friends to further deepen your understanding of your story and how others see you. We know - it can become a real mumble-jumble in your brain. Remember to leave no stone unturned and chronicle every element of your journey, as each detail plays a role in defining who you are.

Step 2

Start making sense of your business story



Your business is an extension of yourself.

Whether you intend for it or not, it manifests your beliefs and emotions.

Several personal aspects directly influence your business, including your ambition, energy, expertise, risk-taking propensity, handling of criticism, communication skills, discipline, determination, self-awareness, emotional maturity, and more.

Your business does not exist as an external thing to you. No, instead... the robust intertwining of your personal journey and your business's identity forms the cornerstone of your brand.

To foster a connection with your audience as a business, stay authentic to who YOU are first.

Where to start?

Embrace your unique narrative. Start penning down the challenges you've overcome, the lessons you've learned, and the values that drive your business forward. Your story resonates with customers on a profound level, fostering connection and trust.

Step 3

Inserting YOU into your business brand (hint: there is no business story without YOU)



We're willing to bet that you are, just like I am, frustrated and downright irritated with a truckload of impersonal and pushy marketing messages shoved into your face and ears every day.

Be the change.

While there are other businesses that offer precisely what you do, your story is the only thing that truly sets you apart. It's the thread that weaves through your brand, infusing it with authenticity and relatability.

Where to start?

Choose your storytelling technique. I suggest exploring these:

1. **Future pacing.** It allows your audience to envision their ideal future with your product or service. ("Picture yourself on the beach, with your toes in the sand, the sound of the waves soothing your senses and zero tightness in your chest.") And go from there.
2. **The troublemaker.** Paint a realistic scenario from your own story to build tension highlight challenges, and showcase how your business provides solutions.
3. **Before-and-after-magic.** Showcase the transformative impact of your products or services by sharing your transformation, highlighting the contrast between before and after engagement of your products/services.

Step 4

Choose which parts of your story to share (hint: vulnerability is key)



Sharing your story is a profoundly personal journey that requires careful consideration and strategic planning.

Where to start?

- **Embrace vulnerability.** It is the cornerstone of authentic brand storytelling. It's okay to share your challenges, setbacks, and moments of doubt. These vulnerabilities often resonate the most with your audience as they demonstrate your humanity and relatability.
- **Consider your audience.** What aspects of your journey are most relevant and impactful to them? Tailor your narrative to resonate with their experiences and aspirations. You can create a meaningful connection by speaking directly to their pain points and desires.
- **Seek support.** Don't hesitate to ask your friends, family or an expert brand storyteller to help you craft a storytelling strategy.
- **Remember your why.** In your brand storytelling journey, stop and ask regularly: Why am I sharing my story? What impact do I wish to have on my audience? By staying connected to your purpose and passion, you can navigate the challenges and uncertainties of storytelling with clarity and conviction.

Step 5

Decide where you want to share
which parts of your story



Now that you have the key components, a strategy and pure guts to share your story for business growth, the next step is to decide on relevant platforms. Each channel offers unique opportunities to connect with your audience, from your website to social media and email campaigns.

At a glance:

1. **Your website.** This is your digital storefront and primary digital platform where your dream clients can learn about your journey, values and offerings. Once you have created a compelling brand story on your website, you must give it legs. This is where other channels come in...
1. **Social media.** Despite what you might have seen, I strongly recommend solidifying your brand story on your website FIRST, then using social media as a supportive tool to market your value and to send users back to your website. This being said, platforms like Facebook (it's not going anywhere, guys), Instagram, and LinkedIn provide avenues for sharing success stories and personal memoirs.
1. **Newsletters.** Direct communication with your audience allows for deeper engagement and the opportunity to share exclusive content and updates. Think of it as your monthly phone call with your best friend. Catch up on everything that's happened, reaffirm your loyalty and be conversational.

about me.



I'm a serial story chaser.

With 14 years of print media, digital and radio experience, I'm dedicated to helping spirited small business owners and sole traders emerge from their shells and thrive online.

Using the storytelling skills I gained as a journalist, magazine editor, and digital agency content lead, I teach practical storytelling methods to grow your business.

Yes, your story matters.

Yes, people WANT to hear it.

Yes, it will give your brand the magic juice it needs to make your clients fall in love with you.

Be done with modesty.

+61 4010 95220
thestoryshed.com.au
lani@thestoryshed.com.au

