Having a story to tell differs from having the discipline to tell it, which differs yet further still from the discipline to tell it well.

- William Least Heat Moon

What is story?

4 things

One...
Stories are the currency of human contact.

ROBERT McKEE
Myth (Story) Serves as a Guide

Two...
Storytelling is simply a heuristic.
A mental shortcut.
A bridge.

Three...
The mind, before it can enter a new perception, needs first to extend itself into existence in tangible ways.
Jane Hirshfeld
Four...

[Art/Story is] an annunciation that breaks into the small house of our cautionary being.

- George Steiner
Enchanting Secret

POWER OF 10
1. TELL STRONG, CLEAR STORIES TO ATTAIN A GOOD REACTION
2. USE YOUR BEST PRODUCTS
3. PROMOTE BOTH ITEMS
4. PROMOTE EVENT<br>5. SUPPORT BROKER/RESPECT
6. CREATE ENGAGING MESSAGES<br>7. KEEP IT FRESH
8. LEVERAGE THE POWER OF PRODUCT<br>9. OPTIMIZE AND REACH<br>10. TRANSFORM THE MARKETPLACE

The best product stories connect the product to the user's experience.
This is the story we've been telling.

We've been telling the wrong story.

$1 + 1 = 3$
The sum is greater than the parts.

Ken Burns

Enchanting Secrets

∀ to connect product + authentic experiences
We sell vehicles for an **emotional**
transaction to occur.

I have cognitive dissonance

Unreliable Narrator
Vs. Empathetic Narrator

It's not marketing. It's storytelling.
It's the story of a product that's only $3.99 for a limited time.

unreliannarrator.com
Enchanting Secrets

1. To connect product + authentic experiences
2. To do this, we change the perspective... create the customer, not the product. The hero of the story.

Enchanting Secret 3

Storytelling is problem solving.
Enchanting Secrets

1. To connect product with authentic experiences.
2. To do this, we change the perspective: make the customer the hero of the story.
3. To find the story we solve the problem.
Storytelling is Transformational vs. Transactional.
Video
Once upon a time there was _______.
Every day, _______. One day _______.
Because of that, _______. Because of that, _______. Until finally _______.

Enchanting Secrets
1. To connect product + authentic experiences
2. To do this, we change the perspective - make the customer not the product - the hero of the story
3. To find the story we solve the problem
4. Solving the problem leads to discovering the transformation

Enchanting Secret
5

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Case Histories = Boring

If you’re purely after facts, please buy yourself the phone directory of Manhattan. It has four million times correct facts. But it doesn’t illuminate.

Werner Herzig

Whatever Plato and Descartes might have told us – and whatever some marketers might tell themselves – we are at our core, driven not by reason and choice, but by far more ancient, intuitive, and often irrational emotions, impulses and instincts. If you want to move people’s behaviors, you have to emotionally move them. It is commonplace to make the distinction between artistic and commercial endeavors — the muse versus the market. Commerce versus art. Objectivity versus subjectivity. But these are false distinctions. For as cultural participants – as meaning creators, and weavers of magic – both the artist and the salesman must seek to overcome the challenge of indifference.

– Martin Weiger, Head of Planning, Wieden+Kennedy

Narrative itself is like a back door into a very deep place inside of us — a place where reason doesn’t necessarily hold sway.

– Ira Glass

arithmocracy
This is the story we've been telling. We've been telling the wrong story.

1. Who is the recipient?  
2. Where will this take place?  
3. When will this take place?  
4. Why is this important?  
5. How will this be distributed?  
6. What emotion do you want to trigger?  

Other factors: tone, imagery, message
Stories are like ragweed ..., though the branches spread out this way and that, they all come from the same root.
- Te Ata’s father, Thomas Thompson

Empathy
Focus
Impute

If empathy is important, shouldn't we know exactly how our customers feel?
**Enchanting Secrets**

1. to catch product 1 authentic experiences
2. to do this, we change the perspective
3. to find the story we solve the problem
4. solving the problem leads to discovering the transformation
5. you can then piece together the story by building the momentum with motion and meaning
6. the flame is emotion; w/o, it’s a boring case history

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When is it important to tell stories?

Why Companies Need Novelists
1. At Birth
2. New Leadership / Acquisition
3. Difficulty Growing

Suppliers: Primary times to deploy stories
1. PK Sessions
2. Tradeshows
3. Buyer changes
4. Employee on boarding
Distributors: Primary times to deploy stories

1. Prospects
2. Big presentations
3. Buyer changes
4. Employee on boarding

Suppliers
sell product.
Distributors
sell purpose.

Who are you? What do you do?
- We create memorable moments. [STORY]
- We surprise and delight! [STORY]
- We make branded products simple. [STORY]
- We are professional motivators. [STORY]
- We create calls-to-action! [STORY]
- We are the make-things-happen medium! [STORY]
- We are a fan factory! [STORY]
our memories are storytellers

3-Second Present: Experiencing Self vs Remembering Self

changes
significant moments
endings
Every order **sold** is a **story** waiting to be told.

Enchanting Secrets

1. to connect product + authentic experiences
2. to do this, we change the perspective
3. to find the story we solve the problem
4. solving the problem leads to discovering the transformation
5. you can then piece together the story by building the momentum with motion and meaning
6. the flame is emotive; why, it's a boring case history
7. stories are everywhere, stories are everyone's responsibility

Video