





Once Upon a Time
Enchanting Secrets to Creative Storytelling

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Bobby Lehw
Chief Content Officer
bobby@commonsku.com
@bobbylehw

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Alertness

is the hidden discipline
of familiarity.

- David Whyte

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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

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What is story?

4 things

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ROBERT MCKEE

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

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Myth [Story] Serves as a Guide



A horizontal timeline titled "Myth [Story] Serves as a Guide" showing the progression of human history. It includes five periods with corresponding images: Palaeolithic (20,000 BCE, cave painting), Neolithic (8,000 BCE, stone tools), Civilization (3,300 BCE, ancient Egypt), Axial/Post Age (800 BCE, classical Greece), and Western (c. 1500, Renaissance art). A vertical dashed line separates the pre-civilization periods from the civilization and later periods.

Palaeolithic 20,000 BCE

Neolithic 8,000 BCE

Civilization 3,300 BCE

Axial/Post Age 800 BCE

Western c. 1500

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Two...

Storytelling is simply a heuristic.

A mental shortcut.

A bridge.



A photograph of a stone bridge spanning a river in a European town, with buildings lining the banks under a soft sky.

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Three...

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

Jane Hirshfield



A photograph of two people sitting in a vehicle, looking out a window at a city street.

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Four...

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

- George Steiner

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DADDY, INSTEAD OF A STORY, CAN YOU READ ME SOME BRANDED CONTENT?

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This is the story
we've been telling.

We've been telling
the wrong story.

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Ken Burns

1 + 1 = 3

The sum is greater
than the parts.

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Enchanting Secrets

to connect product + authentic experiences


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Enchanting Secret 2

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Metegr Mic

product as hero

customer as hero

Make the customer the hero of the story.

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We've been telling the wrong story.

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We sell vehicles
for an **emotional**
transaction
to occur.

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I have
cognitive
dissonance

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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.

FOR
PAPA
KAROL

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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

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Enchanting Secret 3

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G. Saunders

storytelling
is
problem
solving

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"Start with the problem; not the product"

disinterested	↷	intrigued
doubt	↷	belief
exhaust	↷	energize
despise	↷	desire
delay	↷	do
close-minded	↷	open-minded
apathy	↷	interest
abstain	↷	try
naysayer	↷	advocate
obligated	↷	passionate

From: Anthony Robbins

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Vonnegut's 8

- Use the time of a total stranger in such a way that he or she will not feel the time was wasted.
- **Give the reader at least one character he or she can root for.**
- **Every character should want something, even if it is only a glass of water.**
- **Every sentence must do one of two things—reveal character or advance the action.**
- Start as close to the end as possible.
- Be a sadist. No matter how sweet and innocent your leading characters, make awful things happen to them—in order that the reader may see what they are made of.
- Write to please just one person. If you open a window and make love to the world, so to speak, your story will get pneumonia.
- Give your readers as much information as possible as soon as possible. To heck with suspense. Readers should have such complete understanding of what is going on, where and why, that they could finish the story themselves, should cockroaches eat the last few pages.

- from OpenCulture.com

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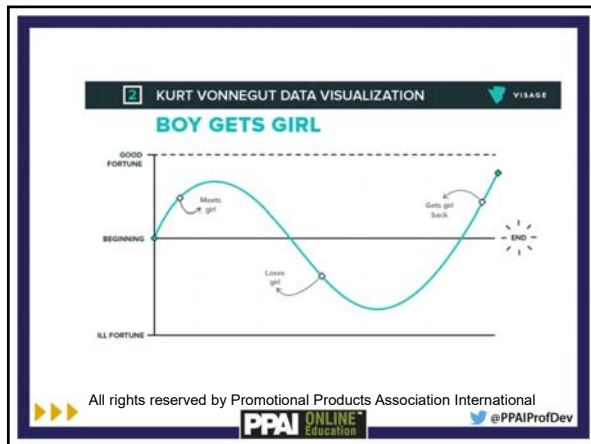
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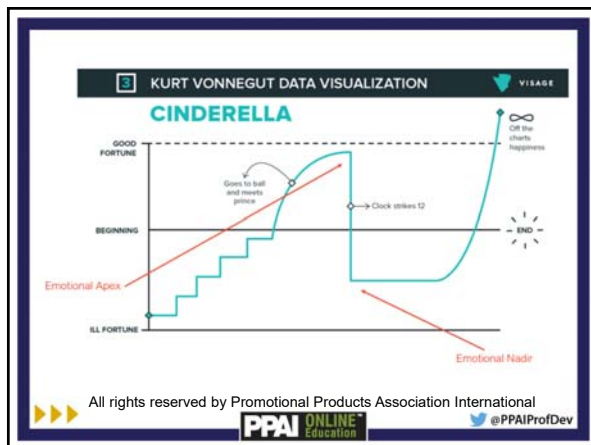
1 KURT VONNEGUT DATA VISUALIZATION

MAN IN HOLE

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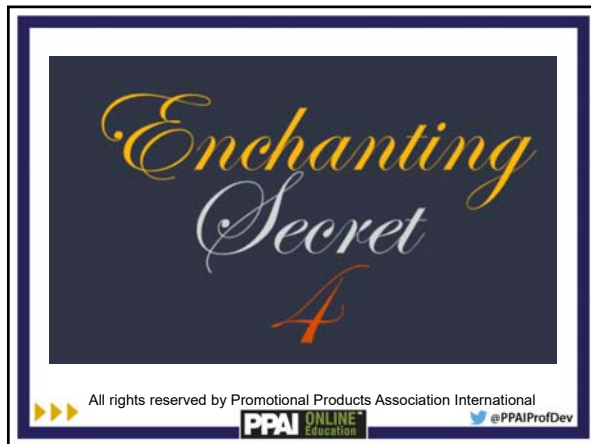


Enchanting Secrets

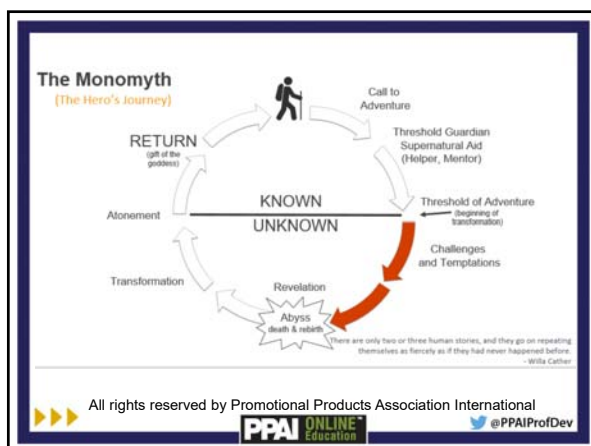
- 1 to connect product + authentic experiences
- 2 to do this, we change the perspective - make the customer -not the product- the hero of the story
- 3 to find the story we solve the problem

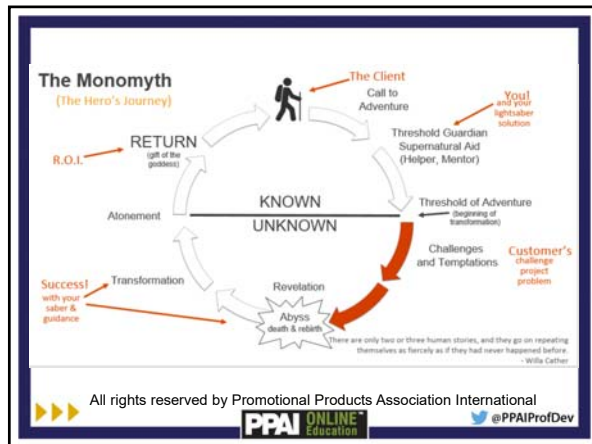
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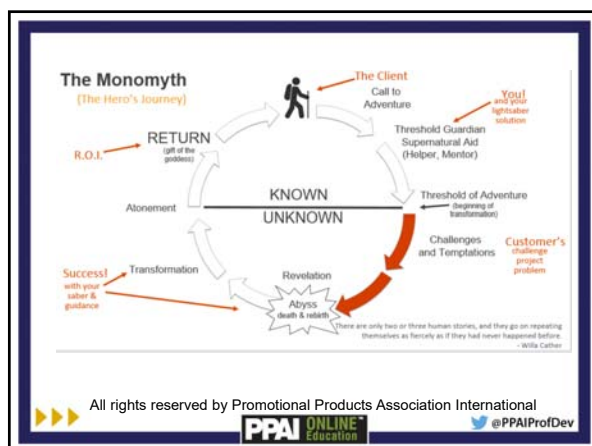












Once upon a time there was _____.
 Every day, _____. One day _____.
 Because of that, _____. Because of
 that, _____. Until finally _____.

Story Secret #1

PIXAR
 ANIMATION STUDIOS

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Enchanting Secrets

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- 3 to find the story we solve the problem
- 4 solving the problem leads to discovering the transformation

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Enchanting Secret
 5

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motion + meaning

@robbylehew

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THIS AMERICAN LIFE

Story Arcchart #2

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Crafting A Story

Story Arcchart #3

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- 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

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Enchanting Secret 6

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emotion + empathy

@coobykshaw

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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 Herzog

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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 Weigel, Head of Planning, Wieden+Kennedy

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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

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cool — artistic — smarter — energized — strong — relief — safe — confidant

young — relaxed — comfortable — groovy

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“ Starbucks coffee is exceptional, yes, but **emotional connection** is our true value proposition ... this is a subtle concept, often too subtle for many business people to replicate or cynics to appreciate.

Howard Schultz, Executive Chairman


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“ I sell happiness in a cup.

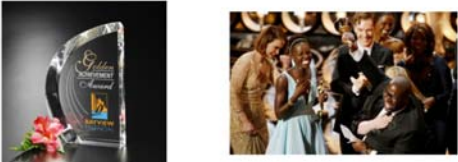
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This is the story we've been telling.

We've been telling the wrong story.

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- 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

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TE ATA
Chickasaw Storyteller

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

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Empathy
Focus
Impute

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If empathy is important, shouldn't we know **exactly**

how our customers feel?

@bobbyknew

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Remember: Words are tools.
Build a language toolbox.

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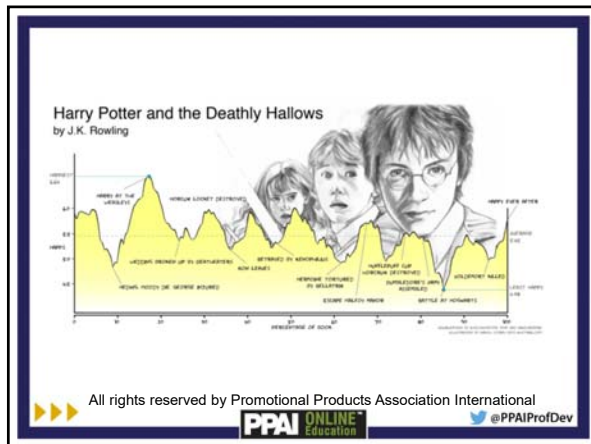
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[illegible]

The figure displays six line graphs arranged in a 2x3 grid, illustrating stock price movements over time. Each graph plots 'Market Price' (Y-axis, ranging from -0.20 to 0.20) against '% of Stock' (X-axis, ranging from 0 to 100). The graphs compare three data series: IV 1 (orange line), IV 2 (yellow line), and Chained 2D Results (grey line). The scenarios are as follows:

- Rags to riches (rise):** Shows a general upward trend from approximately -0.10 to 0.10.
- Man in hole (fall-rise):** Shows a sharp initial drop followed by a recovery to the starting level.
- Cinderella (rise-fall-rise):** Shows an initial rise, followed by a sharp drop, and then a recovery.
- Tragedy, riches to rags (fall):** Shows a general downward trend from approximately 0.10 to -0.10.
- Icarus (rise-fall):** Shows an initial rise followed by a sharp drop.
- Cinderella (fall-rise-fall):** Shows an initial drop, followed by a recovery, and then a final drop.

Below each graph is a label identifying the scenario. The labels for the bottom row are enclosed in ovals.



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 emotion; w/o, it's a boring case history

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Enchanting Secret 7

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When is it important to tell stories?

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Why Companies Need Novelists

1. At Birth
2. New Leadership / Acquisition
3. Difficulty Growing

"...unifying narrative that all employees [takeholders] can grasp"

F&T@MPANY

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Suppliers: Primary times to deploy stories

1

 PK Sessions

3

 Buyer changes

2

 Tradeshows

4

 Employee on boarding

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Distributors: Primary times to deploy stories

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

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Suppliers
sell product.

Distributors
sell purpose.

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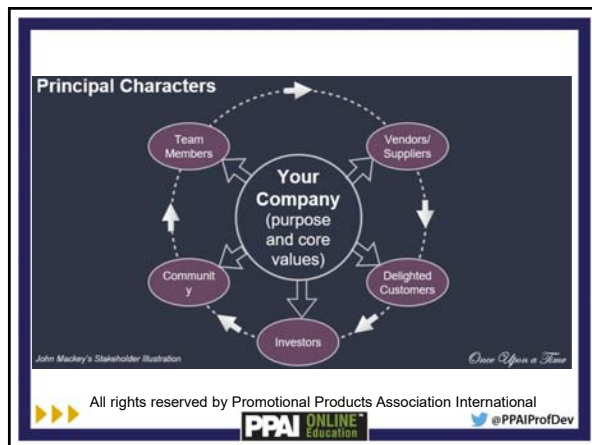
Who are you? What do you do?

- 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]

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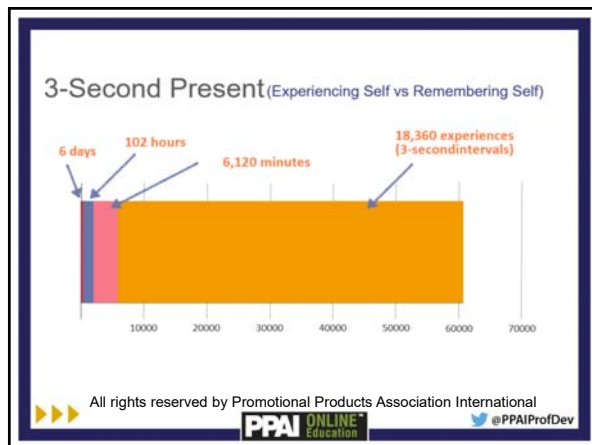


our memories are storytellers






[@robbylehew](#)


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changes significant moments endings


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Every order sold is a story waiting to be told.

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- 6 the flame is emotion; w/o, it's a boring case history
- 7 stories are everywhere, stories are everyone's responsibility

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Video

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Bobby Lehw
Chief Content Officer
bobby@commonsku.com

   @bobbylehw

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