

Don't Write
Content...
Tell
a Story

StoryStudio
chicago } words
for
work



Expectation S





Hello!
My Name Is





Story Slam



Story elements



01 Details

02 Images



Warm up

Sell us your first car.

HINT: Focus on details and images.
Appeal to our senses and emotion.

Photo Credit: Angie Garrett via flickr



Story elements



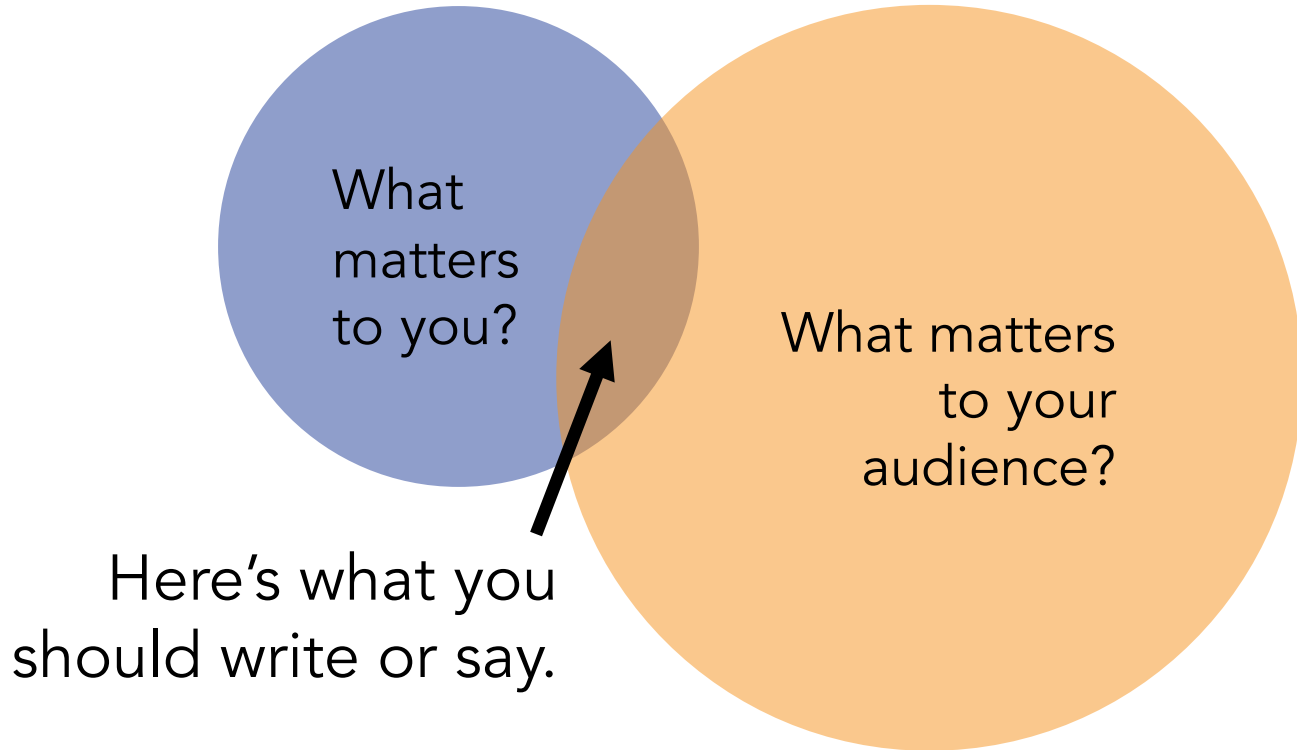
- 1 Details
- 2 Images
- 3 Voice
- 4 Hero
- 5 Obstacles
- 6 Tension/Conflict





Send your
message to the
Story Center.

Speak to your audience





Start a conversation

One of the most important aspects to consider when distributing content is learning how you want your brand to be represented and how your content is going to affect your customer's experience across multiple channels.

Whether your audience is accessing your content through your website, your social media networks, or an online publication, your goal should be to convey a consistent tone across every medium.

This is no easy task as there are a multitude of rules, best practices and content types to consider and experiment with for each channel. Sometimes, publishing content effectively on a single channel can be difficult enough and expanding your distribution to new avenues can seem like an overwhelming challenge.



When do you typically start planning for the holidays?

The dog days of summer are here. For many of us, it's the heart of picnic season, and the grills are on full blast. But the blistering heat and humidity also mean that it's time to start planning your catering company's holiday marketing campaigns—right *now*!

Successful holiday marketing takes time and careful thought. It's about more than just matching holiday marketing trends. It's about setting them yourself. But the sooner you start planning and promoting your catering services for the holidays, the better prepared you'll be to adapt and dictate to the market as it emerges.

<http://nuphoriq.com/holiday-catering-marketing/>



There are several reasons why the Northeast LA (NELA) town of Highland Park has become wildly attractive to young professionals moving there. It's the vintage and midcentury modern homes, the coffee shops, restaurants, food trucks, and walkable neighborhoods. Establishments such as The York Manor that provide a venue space for all kinds of events – weddings, fundraisers, bar mitzvahs, and concerts – help define the heart of this area.



When you walk in, you'll have no inkling that this place has been both a church and a heavy metal concert venue. You might even think that this history makes it the perfect place to blend a sacred act with a rockin' party. But when it dawns on you that this is the right place to get married, you may start to get the sweats when you think about all the details that have yet to be planned.

That's where Freddie Mercury comes in.



Map your way to a story

Know your audience.

Map facts about your audience and your product. What matters to your audience. What's the need? What do you offer? What details of the product will apply to audience? What's different?

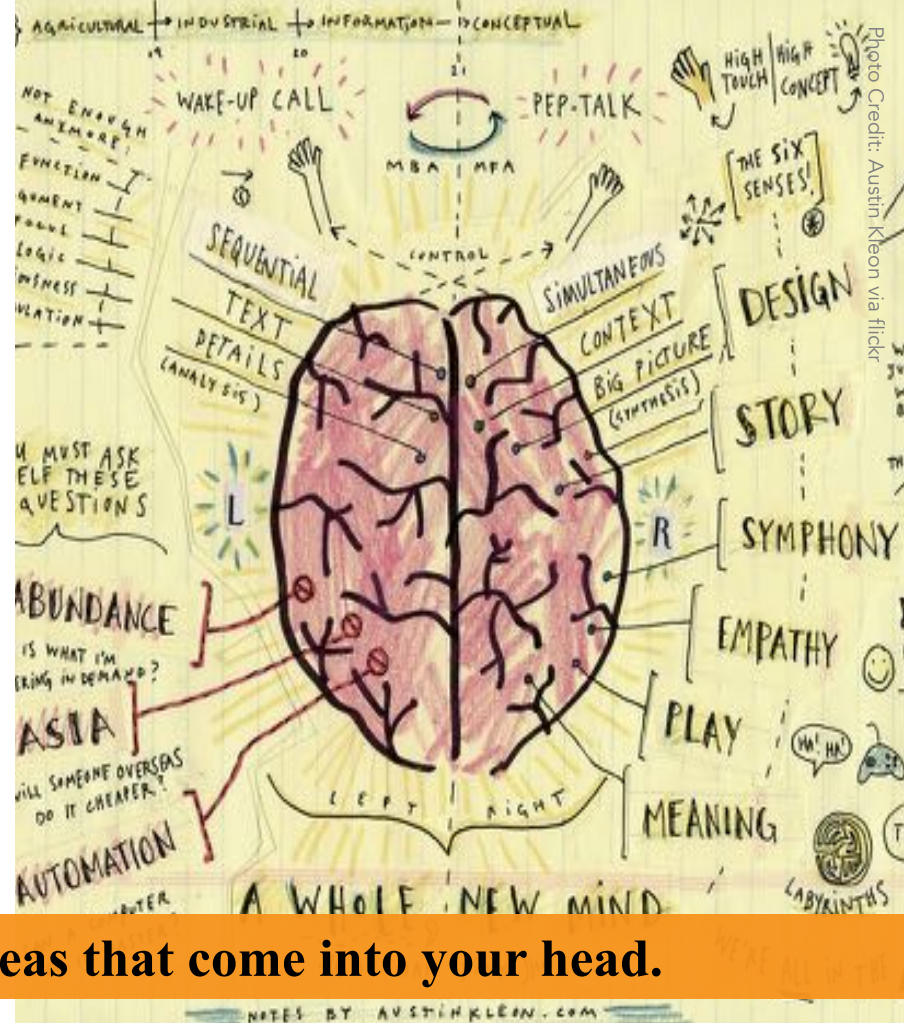


Photo Credit: Austin Kleon via flickr

HINT: No judgment. Write any ideas that come into your head.



Map your way to a story

Map emotions you'd like to evoke in your audience. How do you want them to feel? How do they feel now? What worries/excites them?

Make connections. Which facts relate to which emotions?

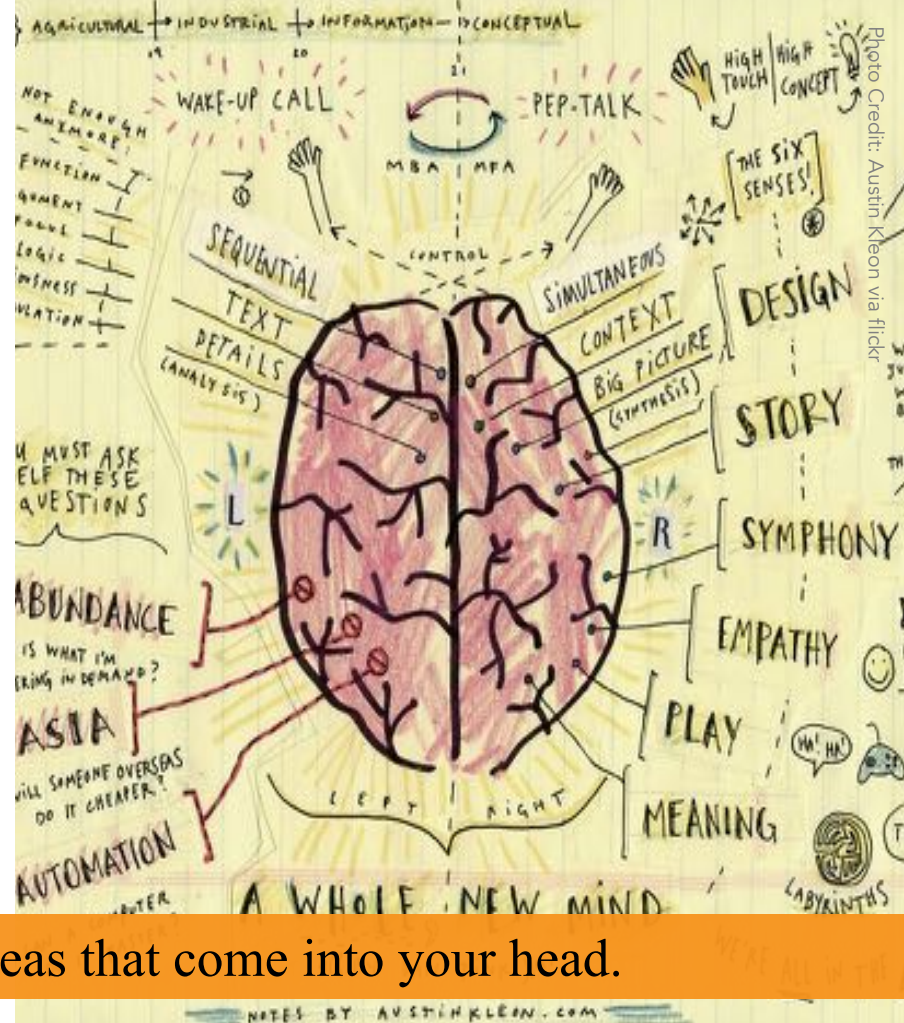


Photo Credit: Austin Kleon via flickr

HINT: No judgment. Write any ideas that come into your head.



What's the story?

Write 15 story ideas.

Pick one and jot down a few more thoughts.

Write it as a fairy tale. (*Yes! That kind of fairy tale.*)

Be Specific.

HINT:
working in pairs or small teams will produce a bigger brainstorm.

Happy endings

Focus on one fact and one emotion.

Write a fairy tale. Start with “Once Upon a Time.”

THINK: Who is the hero of this story? What are the obstacles?





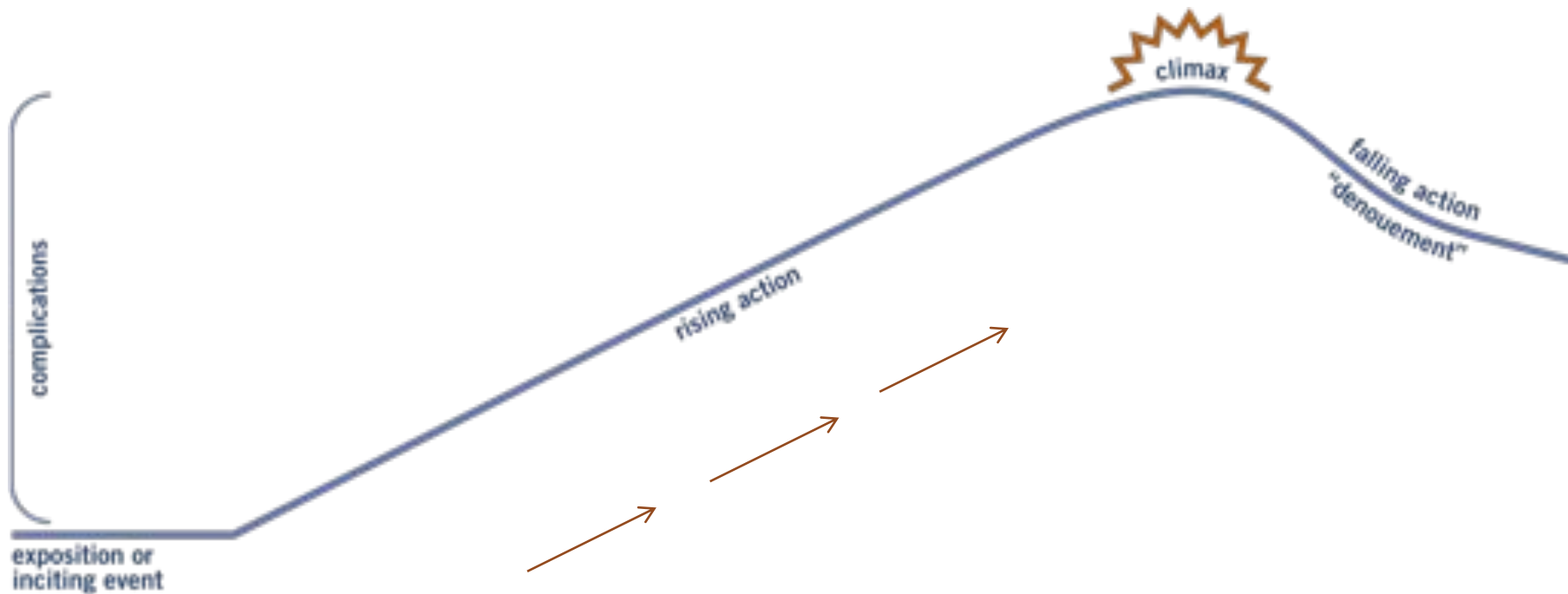
Pair off

Give and get feedback.



Narrative choices:
**What problem
are you solving?**

Narrative Arc



Persuasive/Sales Arc



What's the same? What's different?



Let's
construct
a story



Photo Credit: Chris Christian via flickr

Marketing Story Writer's Checklist



Draft, then craft

What are your options for creating a first draft?

DO IT:

Make a fast mess and forget about SEO and keywords.



Pair off

Give and get feedback.

Know your facts....so you can focus on the details

1 Know your internal audience

2 Know the external audience

3 Is the problem clear?

4 Are the solutions tied to the challenges/obstacles?

5 Does the message compel action



Love the limitations





Plan your action

1 thing you learned *and* 1 thing you'll try

***PLUS* Exactly 15 words about this experience**

Share!

<https://www.storystudiowordsforwork.com/content-jam-2017/>

We help storytellers and business professionals hone their craft, express their creativity, and write with confidence.

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Use your words
to change your world.



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