



**Making your Case:
The Art of Storytelling
to Create Your
“Marketing Minute”**

What is a Marketing Minute?



Always leave them wanting more!

How do I make that lasting impression?

We are, as a species, addicted to story. Even when the body goes to sleep, the mind stays up all night, telling itself stories.

Quote from The Storytelling Animal: How Stories Make Us Human by Jonathan Gottschall

Stories are Magic!

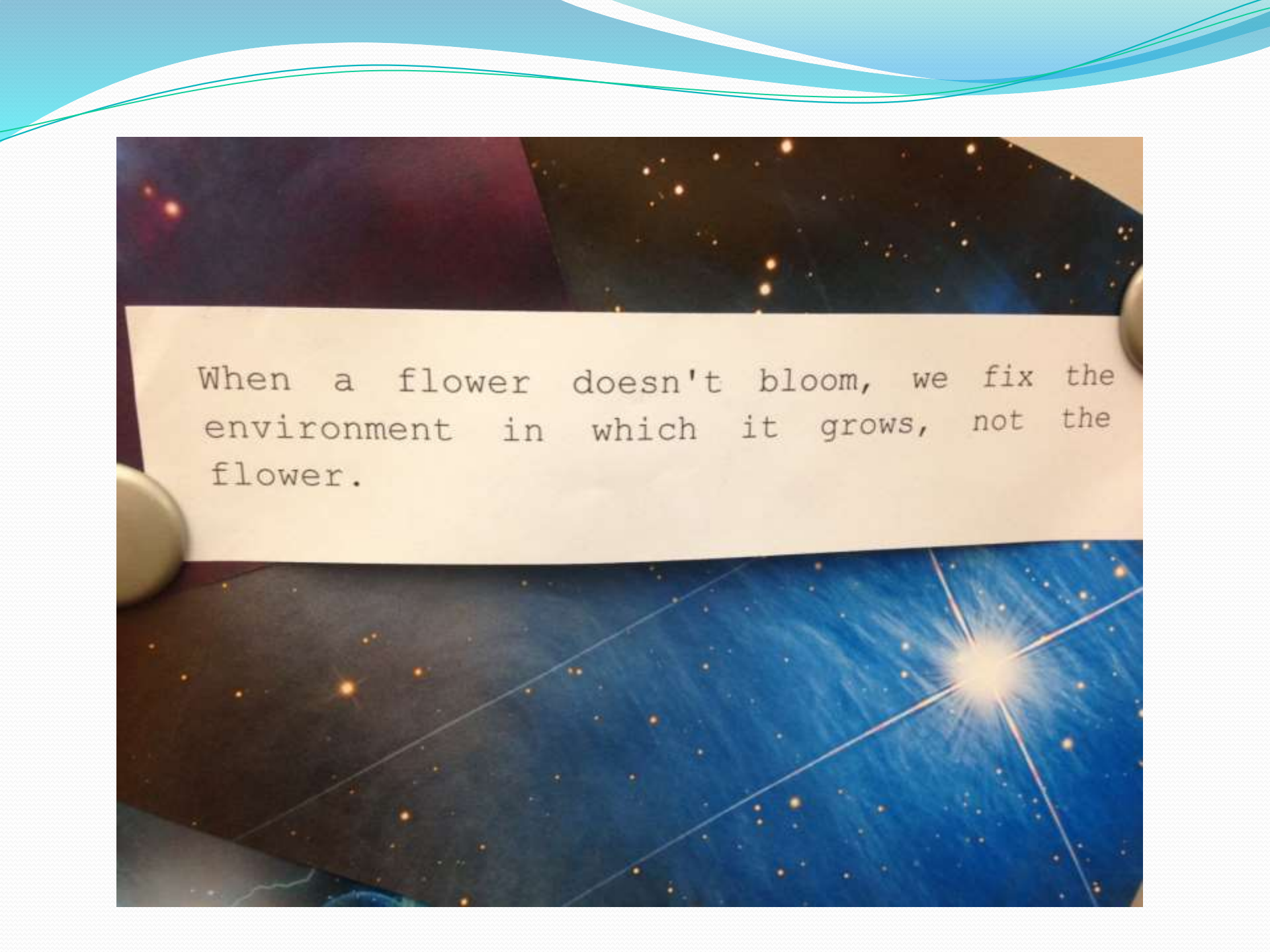
“Stories are not a sales
campaign.

They are an invitation to join
in an experience.”

– Dr. Pamela Rutledge, Media Psychology Research Center

**“It’s always a sign that I
should do something if it
scares me.”**

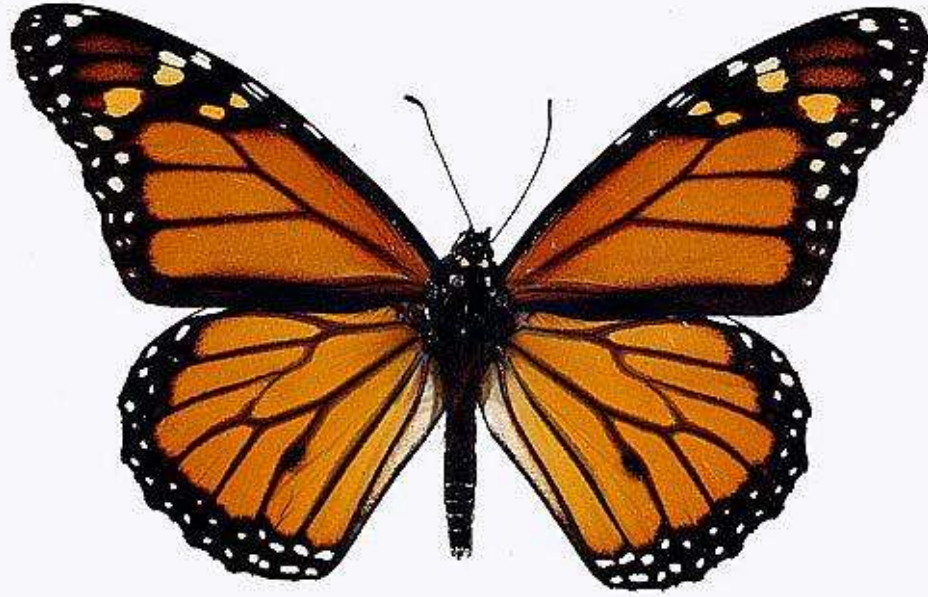
NATALIE PORTMAN

A piece of cream-colored paper is pinned to a background of a starry night sky. The paper has a quote written on it in a typewriter-style font. The background features a dark blue and black sky with numerous small, bright stars and a prominent, larger star with a bright yellow core and a multi-pointed starburst effect. The paper is held in place by two gold-colored pushpins, one on the left and one on the right.

When a flower doesn't bloom, we fix the environment in which it grows, not the flower.

Butterfly Garden Project:

C A Henning Example



PTO Money




Local Businesses



A Sanctuary for All!





*“People may not remember
what you say,
but they will always
remember how you make
them feel.”*



But what *is*
storytelling?




How to Choose Your Story



What idea do you **MOST** want to convey?

- Think about where you are now.
- Think about what you want to do.
- How do you propose to get there?




Finding Your Message - Story Dynamics

The Journey (worksheet)

Finding Your Message - Story Dynamics

*Getting Their Attention...and
Keeping It (worksheet)*

“But our story isn’t interesting/ fun/ emotional/ insert excuse here.”



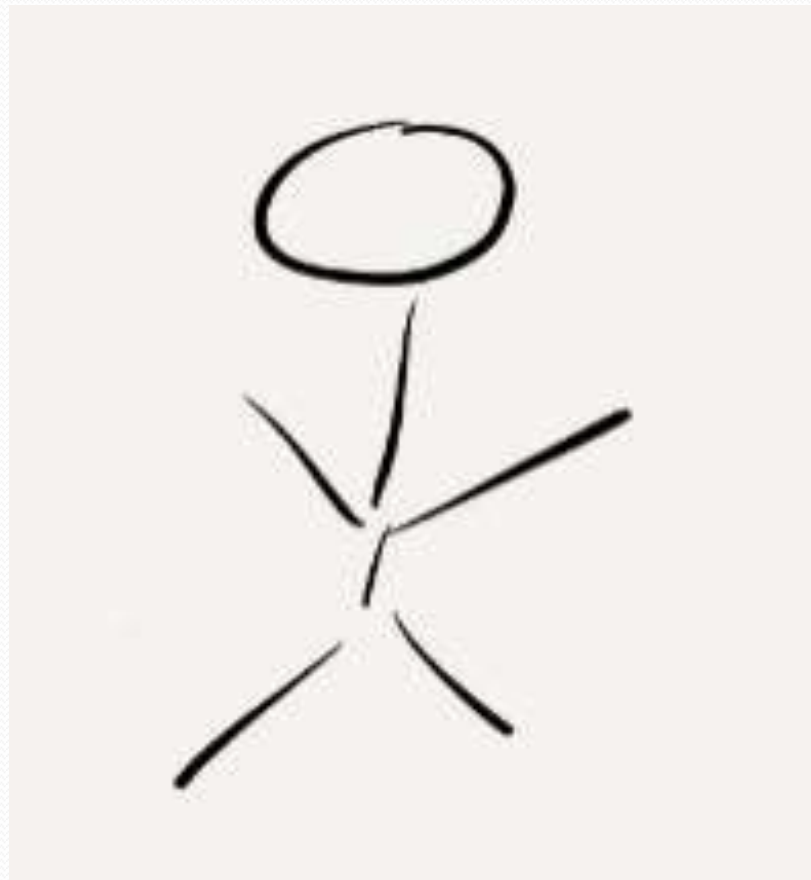
*I'm convinced most people
have no idea how beautiful
their stories are.*

–Donald Miller

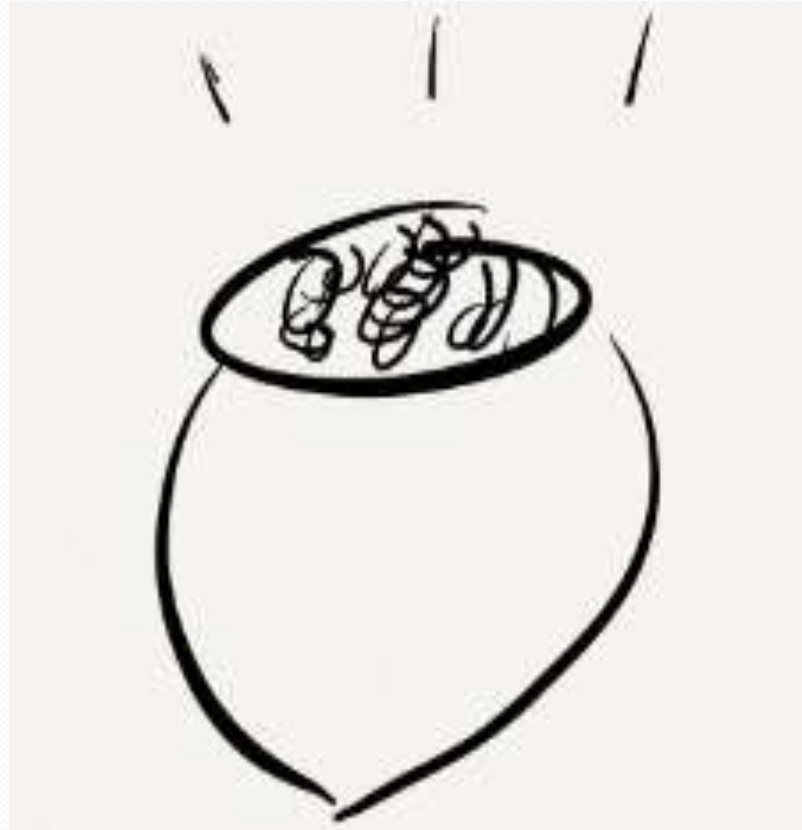


**Now Turn it
Into a Story**

Making a truly good/effective story....









A Story is....

....the **journey** of this character you care about, confronting and dealing with this obstacle, to reach this pot of gold.



maybe it's not about the

HAPPY ENDING

maybe it's about

THE STORY

“Fairy tales are more than true: not because they tell us that dragons exist, but because they tell us that dragons can be beaten.”

- Neil Gaiman, *Coraline*



Consider...

- What's the story about?
- What's the story REALLY about?
- Would it help to diagram the story?



The Impact of Word Choice & Other Techniques

Story Re-write Activity

Storytelling Basics

- [Pixar's 22 Rules to Phenomenal Storytelling](#)
- Tell it in your own words (*how do you learn a story?*)
- Don't get bogged down with details (*pity the audience*)
- Use whatever works for you
- Practice, practice, practice!
- In addition to your audience, think about WHERE you are going to tell your story
- Think about how you're going to end the story – how will they know the story is over?





Your Turn!

Creating & Sharing Stories

**If you don't know the trees,
you may be lost in the forest.
But if you don't know the
stories, you may be lost in life.**

-Siberian elder

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