

## The Best Stories to Tell Your Market

- The company/brand story
- The personal story
- The product story
- The customer story
- The employee story
- The case study

## 7 Timeless Storytelling Formats You Can Use

- Conquering the monster
- Rags to riches
- The quest
- Voyage and return
- Tragedy
- Comedy
- Rebirth

## Which Story is Most Effective for Your Market?

- Target audience
- Your brand's key emotions
- Topics for your audience
- True stories
- Consider customer generated content

## How to Create a Story that Engages Your Customers

- Emotional connections
- Relatable characters
- Suspense and anxiety
- Inspiration
- The product is secondary
- Show the benefits
- Part of a bigger story
- Use your brand personality
- Break up the story
- Make stories share-worthy
- Make visual stories

## Which Media Should You Use to Create Your Story?

- Text
- Video
- Images
- Cartoons
- Infographics
- Live events

## Where to Distribute Your Story

- Your website and blog
- Social media
- Directory sites
- Emails
- Advertisements

## Conclusion – Create Your Action Plan