

# STORIES THAT STICK

## How Storytelling Can Captivate Customers, Influence Audiences, and Transform Your Business

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**MAIN IDEA**

Nothing beats a great story. If you want to get better at doing pretty much anything in business, learn how to craft and tell great stories.



Specifically, there are four stories every business needs to be able tell in order to harness the irresistible power of storytelling to best effect:

1	VALUE STORY
2	FOUNDER STORY
3	PURPOSE STORY
4	CUSTOMER STORY

These four stories will illuminate not only what you offer, but also tell the how and why of you do what you do as well. These stories will bring your product to life and provide the right context and emotions. Whatever you're trying to achieve, one of these stories will apply. Learn how to use them well.

*"A perfectly placed, impeccably delivered story can transport a person to a place beyond interested, straight past paying attention, and into a state of complete captivation. When it comes to a great story, we really can't help ourselves. A shift happens in us: a shift in our understanding, a shift in our desires. This is the shift so many of us seek. It turns customers into converts. It transforms employees into evangelists. Executives into leaders. It changes the nature and impact of marketing, and perhaps most importantly, it can change how we see ourselves. You can create that shift by harnessing the power of storytelling."*

– Kindra Hall



**1. The irresistible power of stories** . . . . . Pages 2- 3

The goal of every business is to profitably deliver value to its customers. To achieve that, you have to get your product or service from point A (your business) to point B (your customer). That's it. To make your business work, you have to bridge that gap – and the best way to build a bridge always has been to tell an engaging story.

**2. The four essential stories** . . . . . Pages 4 - 6

There are four key stories that appear over and over again in business. No matter what the gap is, one of these stories will build the bridge you need. Customers want to know:



**3. How to create a highly engaging story** . . . . . Pages 7 - 8

To tell these four stories well, you have to get very good at finding, crafting, and then telling these stories in an authentic way. Use the right framework and the best tried-and-true techniques to make this job as easy as possible.



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