



Stories engage your audience on an emotional level which is why they are powerful tools for selling your business.

A good example of a simple storytelling videos is [Big Kids Little Learners first vlog](#).

Here's a quick introduction to the basics of storytelling videos.

What are the 3 key elements of a story?

- A story focuses on just **one person** - not the whole organisation.
- The story is about this person's **journey/transformation** - from problem to solution.
- The way in which the individual overcomes the problem illustrates a **universal theme**. So in the case of your business it will illustrate your core values- the 'why' of your organisation that you identified in your business mission.

Who will you make the hero of your story?

- **The company founder** - you could tell the company's origin story: how and why they started the business; the obstacles they faced to get going; how they overcame this; how they feel now looking back.
- **Your colleagues** - centring the staff as the hero's is great for employee engagement but also good for external comms. The way your staff overcome daily difficulties, help clients, and bring passion to their job says a great deal about your business.
- **Your clients** - rather than delivering cliched testimonials where your clients simply parrot back how great you are, give them space to tell *their* story. Focus on the problem(s) or goal they had that brought them to you or your product. How did they overcome the problem? You'll get an authentic story this way and you'll no doubt get a co-starring role as the mentor or guide. You can play Obi-Wan-Kenobi to their Luke Skywalker.

Whose story will you tell? The story doesn't have to be dramatic. We all face problems and overcome obstacles in our work daily and the way we overcome them says a lot about us and our business. If one of your core values is 'attention to detail' then find a member of staff whose attitudes illustrate that value and tell their story.

List 3 possible people (founder, colleague, client/customer) who have a good story to tell.

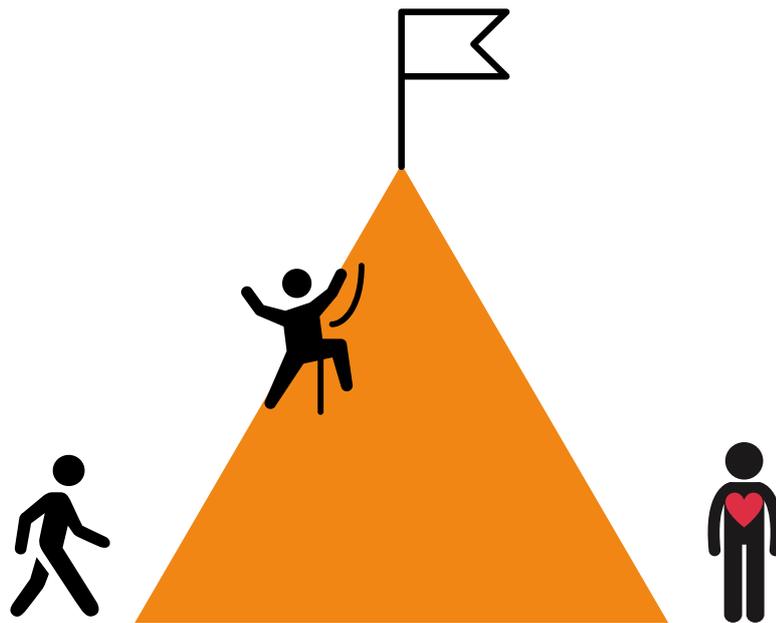
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## How do you structure a story?

The classic 'Hero's Journey' structure is followed by most films, plays, and novels. It can be quite complex but for a short business video I concentrate on 5 key markers. I use this to help me conduct interviews or plan a script.

1. **Ordinary World** - life for the hero before they started their journey: hopes, goals, frustrations, problems, changes needed?
2. **Call to Action** - try to pinpoint one incident that leads them to change or undertake the journey.
3. **Challenge** - describe one or two difficulties faced on the way. Important here if it's client stories to talk about **mentors** who help the hero.
4. **Climax** - the high point, the goal achieved e.g. the proudest moment, the moment you got your first client, the moment you saw your product on the shelf for the first time, the good customer feedback.
5. **Resolution** - the happy ending. Often a 'looking back' part of the video or a call to action e.g. *If anyone watching has the same problem as I did (back in stage 1) then you should get in touch.*



The story mountain

## Outline the 5 parts of your story.

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