

# JAMESSCHRAMKO

## 9 Tips for Telling Better Stories in Your Marketing

- 1. It doesn't have to be about your brand or product** - There's only so many times you can tell your brand story, and if it doesn't concern your prospect and their needs, it's wholly unnecessary. The same goes for your product. Beware of feature dumping or going on and on about how great the product is and why people should buy it. A consumer is interested only in filling a current need.
- 2. It's not all about the hero's journey** - There's a place for this well-worn story format, but most of the time shorter stories - story snacks, or vignettes, if you will - are more appropriate. Think about a chat with friends, what kind of stories might enter the conversation? Springing an entire hero's journey narrative on your audience can seem premeditated or contrived.
- 3. Talk about where you're taking them** - It's the destination that counts. People going to Paris don't care what the plane serves for dinner. Illustrate to people that you can take them where they want or need to be. The tiny details are irrelevant and can be taken care of later.
- 4. Illustrate a point with something memorable** - You can talk about indecision in business, or you can recall Steve Jobs's wife, who took eight years to decide what couch to buy. Which do you think will stick in the prospect's mind?
- 5. Find a point of relation** - Tell stories that are relatable, about something your audience might have experienced themselves. This takes you beyond brand or product and bonds you on a level of trust. This might also mean being at some point a listener, while your prospect shares their own stories.
- 6. Shun the copy-paste template** - Think instead in terms of story, lesson of the story, then call to action. There are endless sources of stories - your own experience, stories from famous people, current events. Find ways to relate them to a value, a challenge, a pain point, a dream, whatever you need to illustrate in your material.
- 7. Intersect with emotion** - Tell stories that appeal to emotion. Logic is all well and good, but people makes decisions with their feelings. So find the intersection, be it an image, a narrative, or a lyric, that evokes a connection with what you'd like to promote.
- 8. Use metaphors and analogies** - Bring your stories to life with apt comparisons. Metaphors, similes and analogies bring color to storytelling and create interest and engagement.
- 9. Avoid tired expressions or narratives** - People's brains can switch off when something sounds old or overused. Try to inject freshness into your material with an exciting reference or an unusual perspective or image. This is why drawing on personal stories is good - it's less likely people have heard it before.

Check out Sue Rice's book, Tiny Thunder, on [Amazon](#) or at [suerice.com/tinythunder](http://suerice.com/tinythunder)