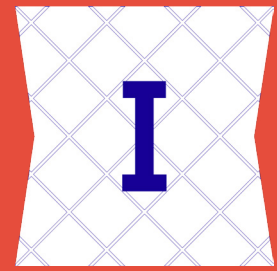


# 5 Tips for Telling Stories Your Audience Will Love



## WHAT IS STORYTELLING IN BUSINESS?



INGREDIOR

Content is king these days and the art of storytelling is experiencing a resurgence.

But crafting and communicating content to suit your audience takes some practice.

This worksheet will help you to learn the skills to master effective storytelling for your business.

### TIP 1

#### Identify a story opportunity

Did you notice something quirky or unusual this week? Would it be of interest to your audience? Consider the things you do every day and how they might interest your clients or industry contacts.

Jot down three possible story opportunities you uncovered this week.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



### TIP 2

#### Frame your key messages

You've identified a story opportunity, now cross-check this with your businesses' key messages. Does it align? How can you work some of your key messaging into this story?

Using the three-story opportunities identified above, consider which key message they best align to.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



### TIP 3

#### Stories breed stories!

You'd be surprised how much fresh content you can glean from your existent content. For example, a story about how you installed a new piece of equipment in your factory could lead to a whole raft of stories about the day-to-day workings of your operations. People love that type of insight!

Now you've decided on some story opportunities consider if there are other stories to come from each angle.

Take down some notes about stories that might grow from stories.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



### TIP 4

#### Decide on mechanism

What is the best way for you to convey this story to your audience? Do you have an Instagram following that would be likely to watch this in a quick story video? Is this best communicated as a post on Facebook? Is it worth making your monthly or weekly newsletter with some cute imagery?

Run through your communication channels and figure out which one best matches your story ideas.



### TIP 5

#### Monitor your results

How did you go with engagement? Get some stats on how many of your followers watched that video, opened that newsletter or liked that post. Better still, was the story you shared talked about between clients, staff and others?

Be sure to continually upgrade your communication channels to keep pace with the changing ideals of your clients.



*Stories entertain, inform, engage and unify us, so make sure you're making the most of the storytelling you're doing with your business audience.*

**Contact us for a FREE Consultation today!**



## About Us

Ingredior is your 'whole-of-business' multi-discipline approach to strategy and operation activity for businesses in the GROWTH SCALE phase.

Support Your Outcomes | Built To Serve You | Deliver You Results



🏠 [www.ingredior.com.au](http://www.ingredior.com.au)

✉ [marketing@ingredior.com.au](mailto:marketing@ingredior.com.au)

☎ +61 (07) 3064 1081