

What is storytelling?

Storytelling; the act of telling stories

Employed by every culture and society, storytelling helps us explain a core message or idea effectively. We share stories as a means of entertainment, education or preserving culture. Stories can be factual, fictional, or a little bit of both.

Why storytelling is important

1

Because of the way they affect us, stories are easy to remember.

2

Stories have the unique ability to create an emotional connection.

3

Stories carry the power to inspire and influence.



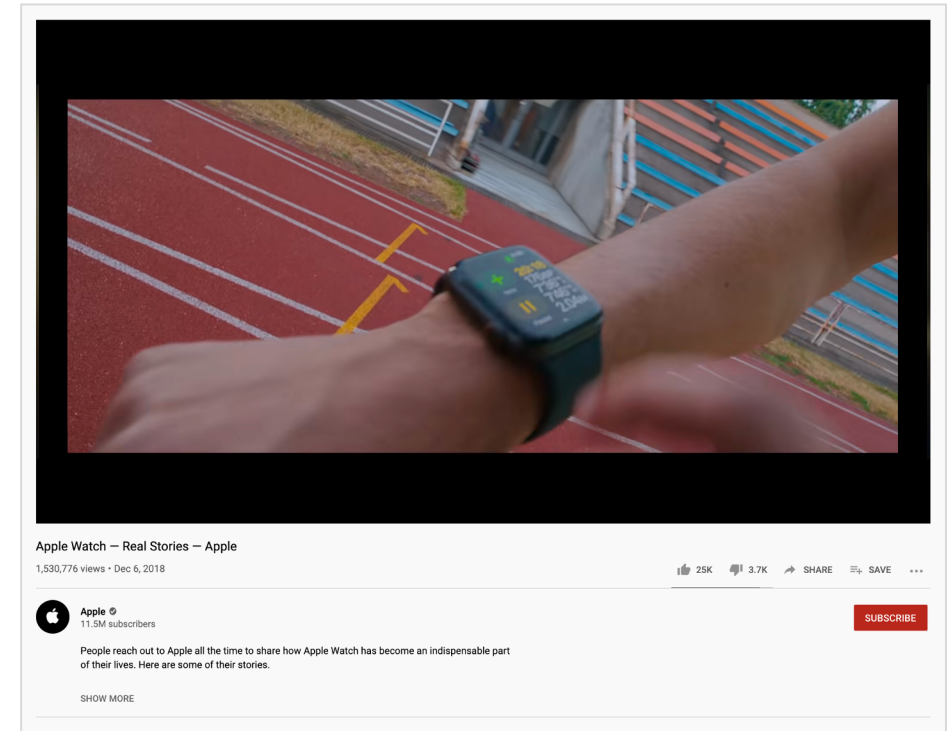
**A story turns a product into
an experience**

Stories help us make sense of complex ideas

Think of stories as a tool to simplify data and help people understand difficult concepts.

Examples:

- A teacher using a real-life example to explain a math problem
- Apple describing how their products benefit you rather than explaining the tech behind it





38,720,699

Items Donated

Bombas was founded on the philosophy of donating socks to those in need, but has evolved to go deeper into the community. The more clothing items we sell, the more we donate. As we grow, our giving and community efforts will continue to grow right alongside us. One purchased = one donated.

Stories bring us together

Stories are a universal language. Sharing stories gives people a sense of connection and community.

Examples:

- The story of Christmas is focused on giving and spending time with your loved ones.
- Bombas do more than sell socks. They share stories of customers and the people they serve through customer purchases.

Stories inspire us

Everyone has a story; it's what makes us human. Brands are humanized when they share authentic, sincere stories.

Example:

- Storytelling is part of Nike's strategy to convey its values and authentic character. 'Just Do It' inspires people to take action.



A good story is easy to remember

DATA

- **229cc single-cylinder engine**
- **263 lbs.**
- **70mph top speed**
- **5-speed**



STORY

janusmotorcycle Simple, durable, lightweight...the Gryffin 250 is a scrambler made for thrilling everyday escapes, on-road and off. It's equipped to get you out there every day. [#janusmotorcycles](#)

What makes a good story?

1. *Entertaining.* Good stories keep the reader engaged and interested in what's coming next.
2. *Educational.* Good stories spark curiosity and add to the reader's knowledge bank.
3. *Universal.* Good stories are relatable and tap into emotions and experiences that most people undergo.
4. *Organized.* Good stories follow a succinct organization that helps convey the core message and helps readers absorb it.
5. *Memorable.* Through inspiration, emotion, or humor, good stories stick in the reader's mind.

Brand storytelling examples

Starbucks - turning a product into an experience

GoPro - adventure stories told through the lens of the customer

Thor - sharing the adventures behind the lifestyle

Whole Foods Market - celebrating natural and organic foods through maker stories

Ben & Jerry's - sharing their values and inspiring action



How to tell your origin story

What is an origin story?



An origin story is a story about how your business came to be. All future stories and events should stem from your origin story.

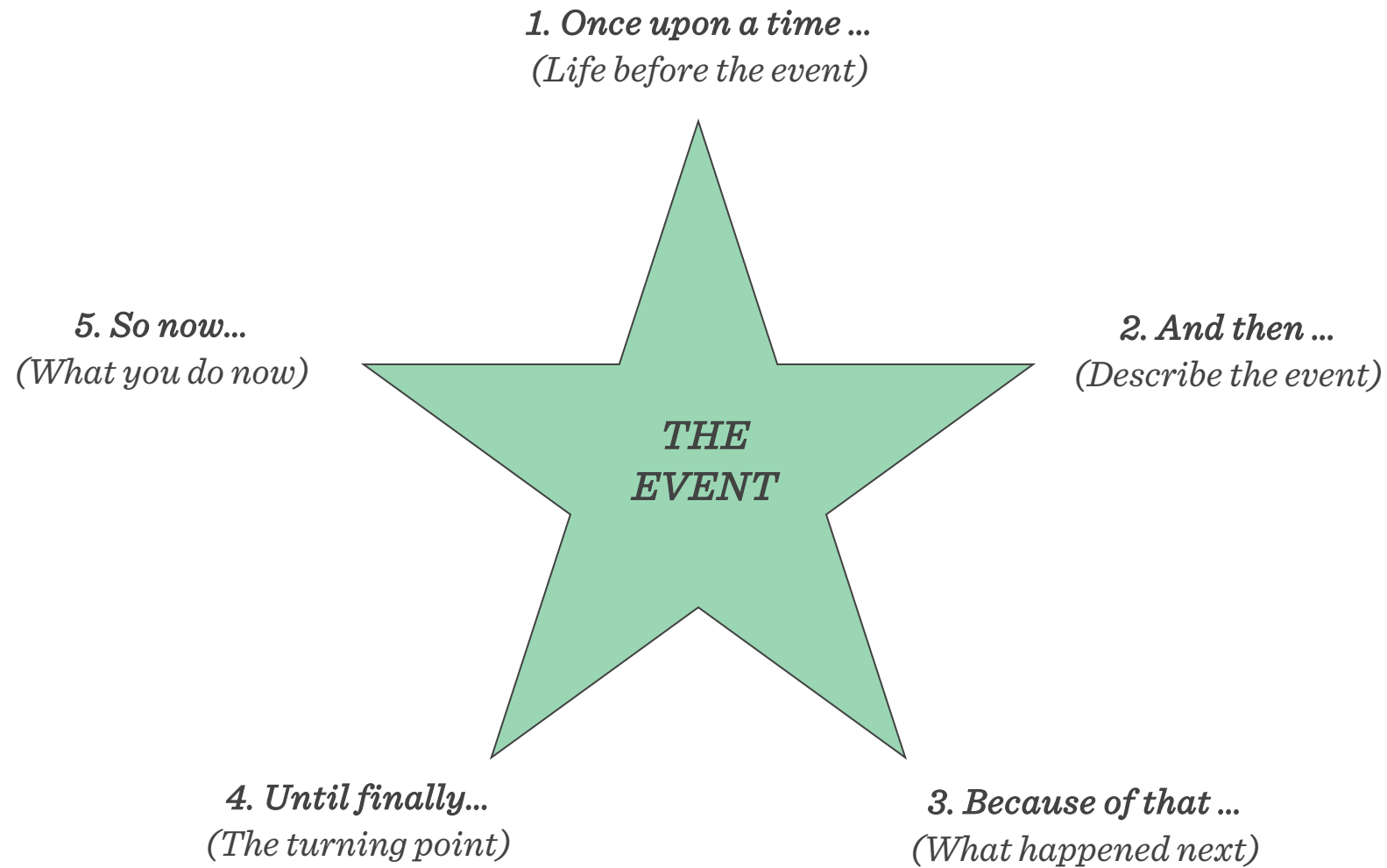
What shapes your story?

Consider how living in Elkhart County shapes your origin story.

Keep our brand assets and personality traits in mind when writing your own origin story. You should also think about how the concept of ‘Well Crafted’ applies to what you do.



Elements of an origin story



1. Once upon a time...

*How was your life before
the life-changing event?*

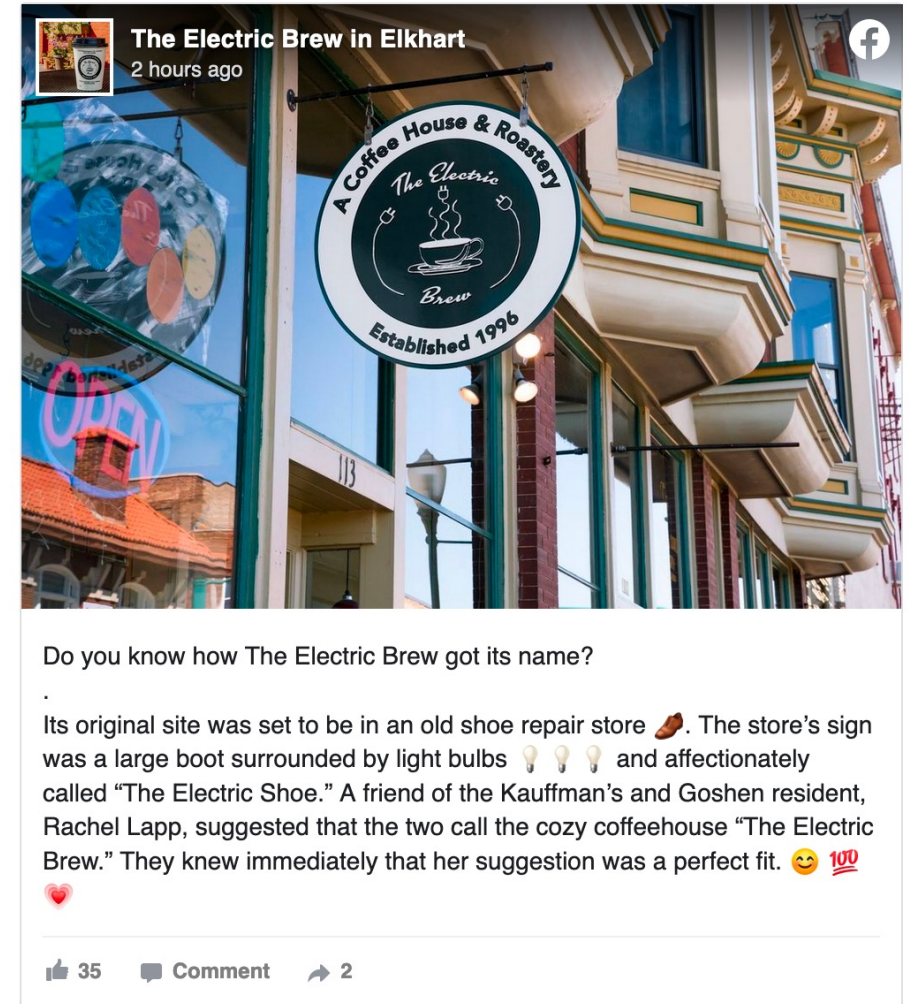
What did you want back then?

How old were you?

Where did you live?

When did this happen?

Example: [The Electric Brew](#)



2. Then one day...

Describe your life-changing event

If possible, tell this section as a scene with details that the reader can connect with (visualize, hear, smell).

Example: Janus Motorcycles



Janus Motorcycles

March 26 at 4:56 PM · 🌐


Halcyon 450 Development Ep. 1 | Origins

Richard talks through the origins and goals of the Halcyon 450.



👍❤️👎 128

6 Comments 4 Shares



**Carved**
about a month ago



ANNOUNCEMENT! 📢
We've partnered with an amazing non-profit organization called Braverly that helps empower women on the Thai/Myanmar border.

👤 Who is Braverly?
Braverly is a cafe and sewing center located in Mae Sot, Thailand, that exists to empower women from different people groups on the Thailand/Myanmar border to live past their fears in order to walk in confidence and truth.

👉 How did Carved meet Braverly?... [See More](#)



 44  4  5

3. Because of that...

What happened next?

What relevant events were then set in motion? What obstacles did you have to overcome?

Example: [Carved](#)

4. Until finally...

What was the turning point?

Describe the moment when you really committed to a new direction. Reflect on how you changed and what you learned.

Example: [That Guy's Gourmet Ribs](#)



That Guys Gourmet Ribs

January 8 · 🌐

We've been flooded with support from the community! Thank you.



WNDU.COM

'That Guy's Ribs' finds new home in Elkhart

That Guy's Ribs found a new home after years of only catering at events in between April...

👍❤️👏 141

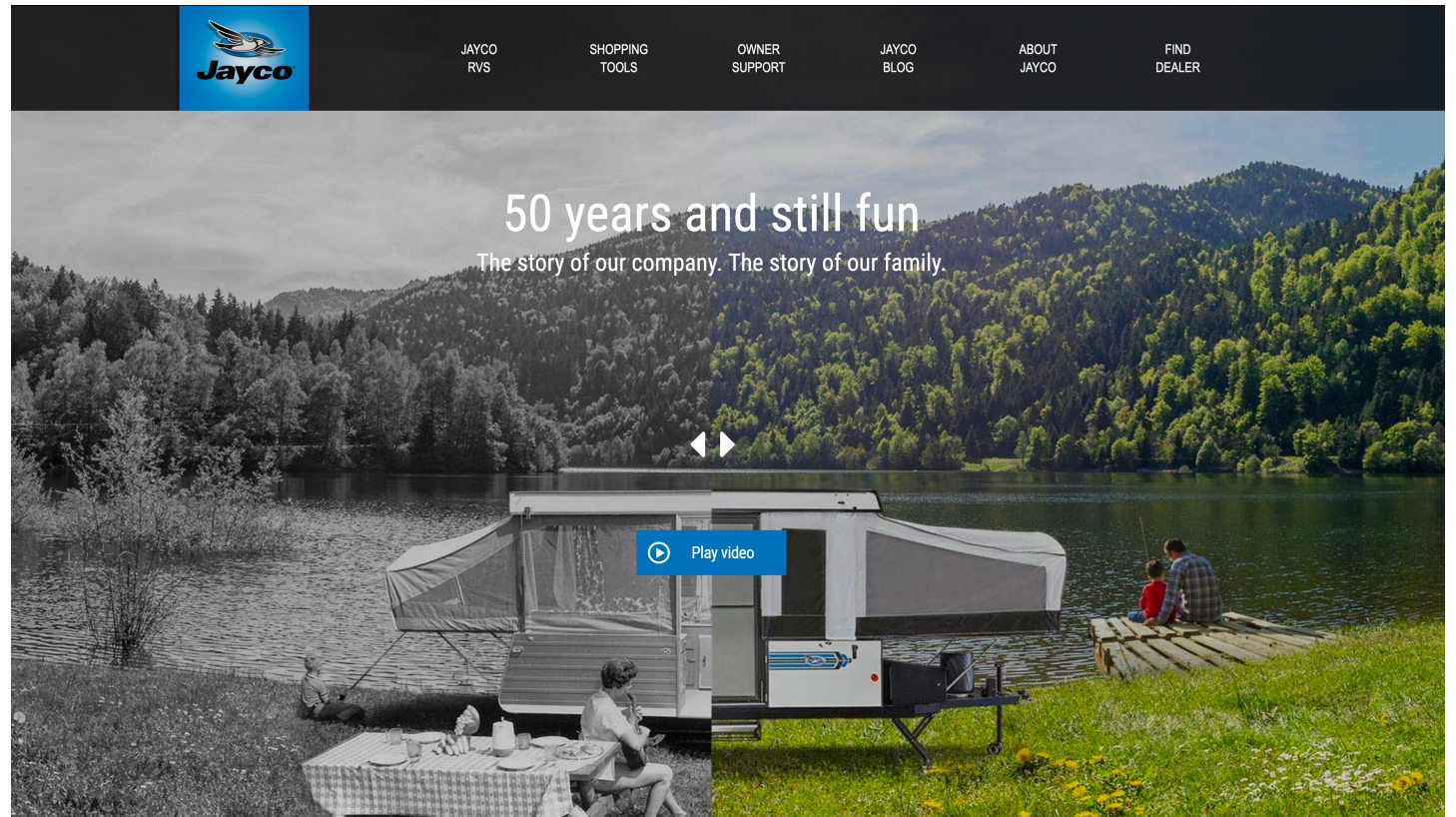
5 Comments 9 Shares

5. So now...

What you do now

Last but not least, describe what you do now, and connect it to the story.

Example: Jayco



The storytelling process

The storytelling process

As a business, you will have lots of facts, figures, and messages to get across in one story. These steps will help you tell your story to the your most enthusiastic fans in the most effective way.

1. Know your audience.
2. Define your core message.
3. Decide what kind of story you're telling.
4. Establish your call-to-action.
5. Choose your story medium.
6. Write.
7. Share and respond.

1. Know your audience

Who wants to hear your story?

Who will benefit the most and respond best? To create a compelling tale, you need to have a solid understanding of your audience.

Cultural Explorer

Reason to explore



Creatives

Reason to stay



Roadtrippers

Reason to stop



2. Define your core message



Keep up with the happenings along the Heritage Trail #INElkhartCo

[Request an Area Guide](#) | [Maps](#) | [Events](#) | [Where to Stay](#)



Treat yourself to a yummy bite or delicious dinner!

Put away the pots and pans for the weekend and forget about the diet. Elkhart County is a well crafted place with delicious bites and flavorful sips to be found in every city and town along the Heritage Trail.

Whether you're looking for a quirky brewpub or coffeeshop, comfort food favorites or authentic ethnic cuisine, your taste buds will find plenty to like for dine in or carryout. Our diverse and energetic downtowns are the place to eat local.

[Explore Dining #INElkhartCo](#)

Every story needs a core message.

- Is your story selling a product or promoting an event
- Explaining a service or discussing an issue
- What is the point of your story



3. Decide what kind of story you're telling

To determine what kind of story you're telling, work out how you want your audience to react. This process will help you determine how you're going to tell your story and what objective you're pursuing.

Storytelling goals:

- Incite action
- Tell people about yourself
- Convey values
- Foster community or collaboration



“It’s not so much the soap, it’s like the community around it, getting to know our customers. I love the retail brick-and-mortar piece of selling soap to people, because we really get to know our customers well. We see them on a super regular basis, we know what they like, and I think their skin feels better when they are using it.”

Jenny Frech

Owner, Soapy Gnome

Example: [Soapy Gnome](#)



4. Establish your call-to-action (CTA)

Your CTA will establish the action you'd like your audience to take after reading, hearing, or watching your story.

- What do you want your audience to do after consuming your story
- Do you want them to try or buy a product, subscribe to a newsletter, or sign up for a tour

Remember: Outline this goal alongside your objective in Step 3 to make sure they line up!



5. Choose your story medium

Stories can take many forms. Your chosen story medium depends on your type of story as well as resources.

- *A written story* - articles, blog posts, books.
- *A spoken story* - told in person, like a presentation, pitch, or panel. TED talks are considered spoken stories.
- *An audio story* - recorded stories, usually in podcast form, and are more affordable than ever to create.
- *A digital story* - video, animation, interactive stories, and even games. Most effective for emotionally resonant stories.

6. Write



Visit Indiana · Follow

March 8 at 9:34 AM · 🌐

Richard Worsham, Goshen – “Local Craft, Modern Classics”

As Notre Dame graduate Richard Worsham, co-founder of Janus Motorcycles, will tell you, their goal has never been to be the biggest bike manufacturer – even though their new model dramatically expands their product line and is proving to be an instant hit. Despite the welcome growth and recognition of late, Janus – and Richard – are intent on staying true to their roots, and continue to be on a first-name basis with every happy Janus owner. Learn more about Richard's story at <https://visitindiana.com/incrowd> See Less



👍 Like 💬 Comment ➦ Share

👍 9

Start crafting your story.

With your core message, audience objective, and call-to-action already established, this step is simply about adding detail and creative flair to your story.

Example:

[The IN Crowd - Janus Motorcycles](#)

7. Share and respond

After creating content, leave time to share it on the most suitable channel and stick around to chat with the audience. If your time is limited, focus on at least answering any questions left by your audience.

- Social media
- Email
- Blog, guest post on another blog or publication
- YouTube, Vimeo
- Podcast platforms