



STORY TELLING*



Bruce Nean

**For sale:
baby shoes,
never worn.
Ernest
Hemingway**



JOE LAZAUSKAS | SHANE SNOW

CONTENTLY PRESENTS

THE

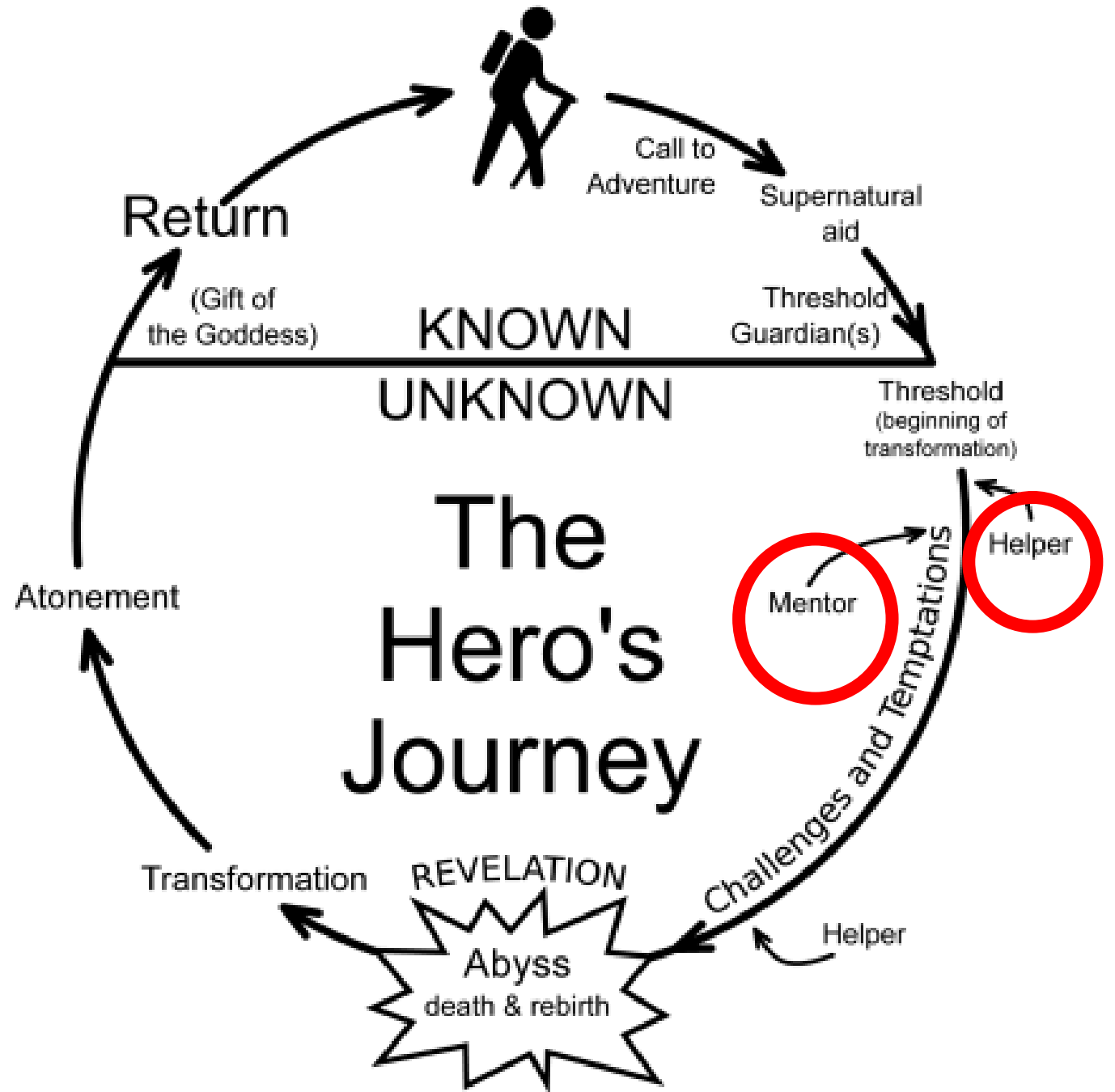
STORYTELLING EDGE

HOW TO TRANSFORM YOUR BUSINESS,

STOP SCREAMING INTO THE VOID,

AND MAKE PEOPLE LOVE YOU

WILEY



PHOTOS=BRAND

Your photos tell a story
about
your
brand

ADD BRAND ELEMENTS
TO YOUR PHOTOS





Childhood

CANCER
SUPPORT





A PICTURE CAN TELL A

1,000

WORDS.

PROPS HELP TELL MORE



Help for Huddy

Your tax donation makes a real difference





MAGIC

FORMULA

PICTURE +

WORDS



Childhood Cancer Support



Published by Bruce Nean [?]

Page Liked · November 20, 2018 · 🌐

We'll miss you Matthew, but we're so happy you're going home to Vietnam! JOIN US IN CONGRATULATING MATTHEW!

Matthew fought bravely against Rhabdomyosarcoma and has finished treatment this week.

Help us support more children like Matthew this Christmas www.ccs.org.au/christmas

📍 Tag Photo

📍 Add Location

✎ Edit

1,309

People Reached

351

Engagements

Boost Post

👍❤️ 182

22 Comments 2 Shares

👍 Like

💬 Comment

➦ Share



Most Relevant ▾



Write a comment...





AUTHE

TICITY*

**PASSION TRUMPS
PERFECT EXECUTION**

Gift Abel Tasman Beach

<https://www.facebook.com/saveatb/>

Posted by Gift Abel Tasman Beach
1,359 Views



\$2,276,183 of \$2,000,000 goal

Given by **39239** generous donors in 24 days

 **CLOSED**

SHARE

**“VIDEO
IS LIKE
PIZZA**

**WHEN IT’S BAD,
IT’S STILL PRETTY GOOD”
(UNKNOWN)**

**Video shot in 1 take and can't
hear mum because of the baby
<https://vimeo.com/328327494>**



CONNSIS

TENCY*

IN USE OF YOUR IMAGES



THE VERY HUNGRY CATERPILLAR

by Eric Carle



Thursday
16 August



cbm
Miracles Day



Carberra's
1WAY FM
91.9
tune in to life.

cbm
Miracles Day

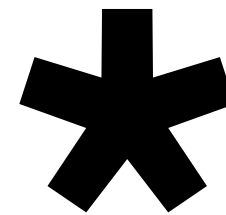


PEOPLE

DON'T

**they read
quotes,
headings and
subheadings**

DEAD



Hudson was an active, happy 13 year old, racing through life with vigour, until he suddenly fell ill, and a one hour surgery became a four hour marathon, with a cancerous tumour unveiled at the finish line. A tight knit family trying to hold one another up, and a reality that would change their lives forever, the 12th of October 2018, is a day that will never be forgotten in the Steer family.

“There were tears, shock, fear and the inevitable question “Am I going to die?”

As much as we had anticipated this question, actually hearing it from your child is heartbreaking, particularly when the answer provides no guarantees.” Describes Hudson’s mother Stacey.

 [Help Teens Like Hudson](#)

 [Send Hudson a Hug](#)



Write for skim-readers not readers

Break up your copy into small bite-sized pieces. Split your full story into 2 eDMs

Use sub-headings and bullets

People will read them first, then decide if they want to read your paragraphs

**ASK THE
RIGHT
QUESTIONS**

PERFECT YOUR INTERVIEW QUESTIONS

- **What was life like before XXXX?**
- **What were your first thoughts and feelings when XXXX?**
- **Complete this sentence “Without [your organisation]...**
- **HUMANISING questions – what are your pastimes, favourite food, superhero. E.g. they’re not people with cancer, THEY’RE PEOPLE.**

PUT YOUR

MOST

COMPELLING

BIT FIRST

**MAKE IT YOUR
SUBJECT LINE**

**HINT AT
WHAT'S
COMING**

PERFECT YOUR MICRO-COPY

e.g.

“give now” vs “please make a difference today.”

Elevator pitch

Test your call to action and hone them

POINT OF TENSION

“Most people confuse stories with situations. They’ll tell about a situation: *X* happened, *Y* happened, *Z* happened. But a good story takes *Y*, the middle part of the story, and creates tension or conflict where the reader or the audience is drawn into the story, what’s going to happen next.”

Stanford marketing professor Jennifer Aaker

Reference: <https://givebutter.com/blog/how-to-tell-your-nonprofits-story>