



MORTIMER COMMUNICATIONS

DISCOVER YOUR STORY

WHY DOESN'T ANYONE UNDERSTAND MY STORY?

Three Simple Tips for Ensuring Your
Messaging is Working





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DOES THIS SCENARIO HAPPEN TO YOU?

People don't nod—they scratch—their heads, when I try to explain what my company does. It's so frustrating!

If you're reading this, then it has probably happened to you. More than once.

But it doesn't have to be like that.

To engage with people in a meaningful way—one that's not confusing!—that grabs their attention and inspires them to act, you need to tell a story. And not any story. You need one that clearly explains what you do and why you matter, and that reaches and connects with the right people, at the right time.

**In other words,
tell them YOUR story!**



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EFFECTIVE ENGAGEMENT THROUGH STORYTELLING

There are many reasons why we say storytelling is the most effective—the most persuasive and compelling—way to engage with others and inspire them to act.

A good story is simply hard to resist. Consider the success of the weekly podcast “Serial,” which recounted the incidents surrounding a real-life 1999 murder in Baltimore. The first season of the 12-part, audio-only series was downloaded more than 40 million times in less than three months.

That means many people—many, many people — took time out of their busy schedules to listen to someone speak, for upwards of an hour at a time, week after week, just to find out “whodunnit.”

That’s what we mean by effective engagement through storytelling.



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THREE SIMPLE TIPS

Storytelling, like marketing, is the art of getting people to care about, and choose to listen to, what you have to say. Here are three tried-and-true tips from storytelling that are sure to help you boost your ability to engage with your audience.

Tip no. 1

Don't deliver "Just The Facts"

At the core of every story are the basic facts: details about the setting, the cast of characters, the sequence of events that take place, etc. The audience certainly needs these to comprehend a story. But a simple catalog doesn't really inspire a connection between writer and reader.

People feel much more engaged when they hear info as part of a narrative, rather than just a list of the facts. Stories allow us to make sense out of the facts, and communicate why those facts are important.

In other words, stories can help your audience feel a certain way about the features of your organization or its services, and they allow for shared experiences.



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Tip no. 2

Keep people "Listening"

And once an audience starts to pay attention, a good story can encourage them to keep coming back for more. Think about "Serial" again. Storytelling can help you make intimate, personal connections that resonate with an audience in ways that facts—ie, the features—alone cannot do.

Put yourself in your audience's shoes and ask, "What would I want?" and "How does this organization make me feel?" Know the answers and, by all means, talk about them. Forming these types of relationships can boost customer attention and retention, as the people you reach begin to identify with your brand and share their experiences with others.

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Tip no. 3

Turn Values into Actions

In other words, storytelling is the art of translating feelings and emotions—as well as values and beliefs—into actions. We humans experience our values emotionally: they are what actually move us to do things. Because stories allow us to express our values not as abstract facts or principles, but as a lived experience, they have the power to move others to action, as well.

Consider this: what's a more effective way of convincing a child to be safety-minded? Telling him or her, "Don't take candy from strangers because something bad might happen"? Or, "Have you ever heard the story of Hansel & Gretel..."? The former often goes in one ear and out the other; the latter, on the other hand—especially when you get to the point in the story about being cooked and eaten by a witch!—tends to make a lasting impression.



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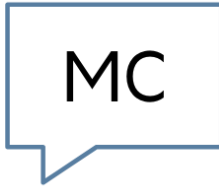
GO BEYOND THE BASICS?

There are other factors to consider when incorporating stories in your marketing, such as ensuring your story is relevant to your target audience, learning the importance of story structure, and using various means and methods to reach as many people (in as many ways) as possible.

But learning and practicing the basics should help you make a meaningful connection and to reach the right people at the right time.

Would you like to learn more about how storytelling can help hone your marketing skills?

Visit [MortimerCommunications.com](https://www.MortimerCommunications.com), or [schedule a call now](#).



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