



# HOW TO USE THE POWER OF STORY TELLING

KERRY SIGGINS  
CEO, STONEAGE

PEOPLE LOVE  
STORIES.

THEY CONNECT  
THROUGH  
STORIES.

THEY REMEMBER  
STORIES.



---

# 1. START WITH CONTEXT

Great storytellers always start with context. They assume listeners know nothing and they walk them through the story's purpose.

Example:

It all started when John got fired and Jerry said, "You can live in my garage!"





## 2. CREATE DRAMA WITH A SURPRISE

Surprises keep your audience's attention and make the story more memorable.

Example:

And then, out of nowhere, a nuclear meltdown happens. Who would have thought that 3 Mile Accident would nearly decimate a small start up in Southwest Colorado



### 3. USE METAPHORS AND ANALOGIES

A well-chosen metaphor can add impact to a story. People associate the metaphor with a known story, and they are looking for the connection

Example:

“If you can drill holes in that rock, you can drill holes through the plastic in this heat exchanger!”



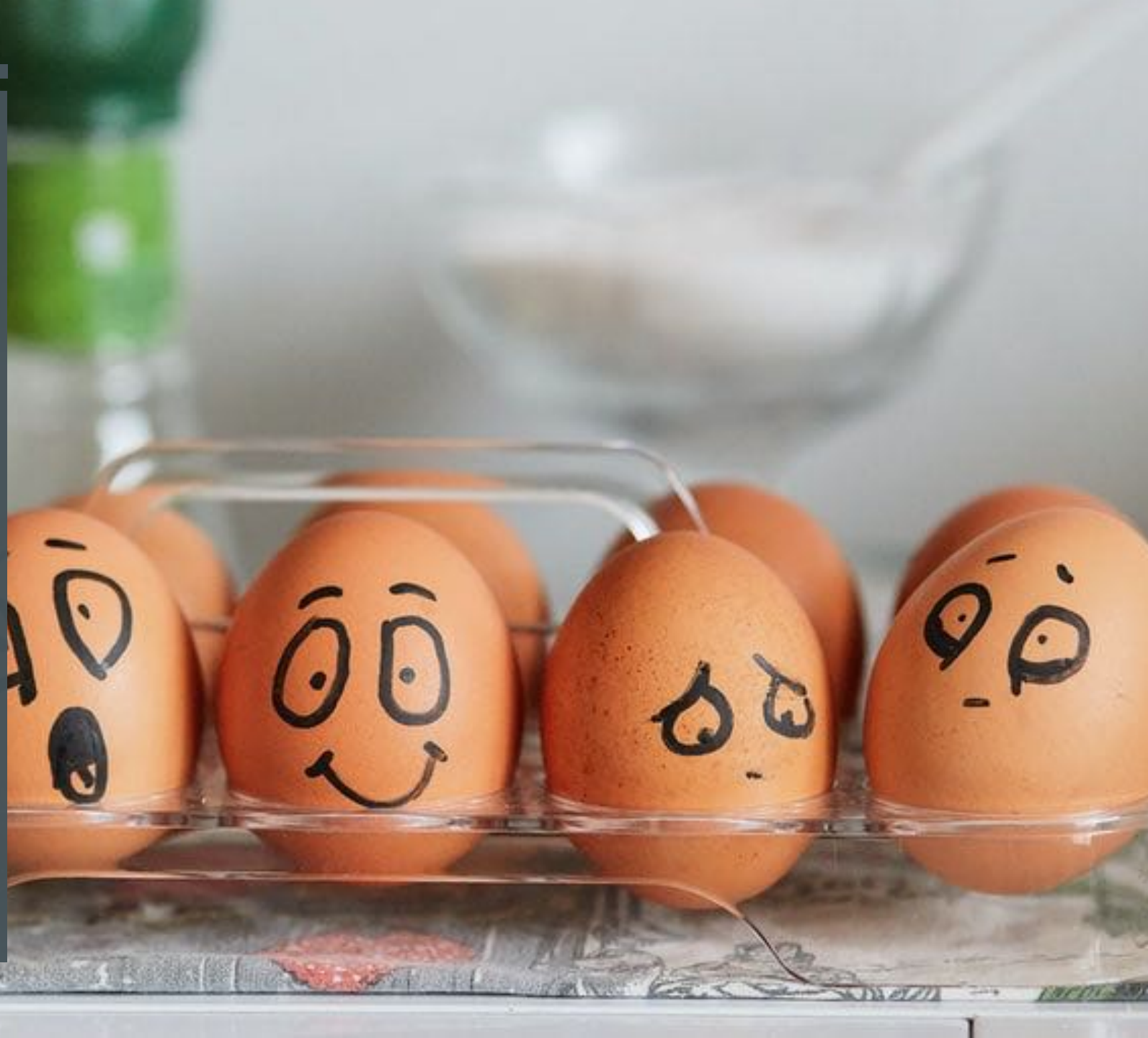


## 4. EVERYONE LOVES EMOTION; YOUR STORY NEEDS CONFLICT

Emotion drives most decisions, inspires people to care, and motivates people to act. Your story needs to have conflict and problem solving.

Example:

John was scared to pick up the phone and tell their only customer that StoneAge was going in a different direction. He put it off for days, his stomach in knots as he imagined worse case scenarios. What if they say no? What if they stop buying from us? What if they compete with us. Finally, Jerry said enough is enough, if you don't call, I'll call.





---

## 5. MAKE SURE YOUR STORY IS RELATABLE, CONCRETE AND TANGIBLE

Avoid vague generalities, acronyms, slang, and mind-numbing management speak. Keep stories specific and concrete and they'll be more engaging and memorable.

Example:

Why do we do what we do? Because we care. We care that our customers go home safely to their families every night. Because if our products fail, they can kill.

## 6. BE CONCISE AND TO THE POINT

When talking about your business and your brand, no one wants to listen to the book. Make sure your story has a point get to it!

Example:

And that's how we came to be. But three things have never faltered throughout the many pivots we've made as a company. Our commitment to great products, great service, and great people.





---

## 7. ALWAYS BE AUTHENTIC

People want to hear from the real you. Don't worry about being perfect or forgetting details. Be yourself and tell your story. Let your personality and a little vulnerability shine through.



# TIPS FOR BUILDING YOUR BRAND

- Develop your brand personality
- Be the guide, not the hero
- Always solve a conflict
- Create consistent content
- Weave your story into your content
- Always create emotion
- Be genuine and helpful
- Practice and experiment
- Book: Marketing Made Simple by Donald Miller





**QUESTIONS?**

**THANKS FOR ATTENDING**

**PLEASE FEEL FREE TO REACH OUT**

**WWW.KERRYSIGGINS.COM**

**KERRY.SIGGINS@STONEAGETOOLS.COM**

