



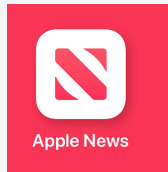
The Power of Storytelling in Content Marketing

With Todd Brison



Who am I?

Author & Storytelling Professional.



Inc.

HUFFPOST

LADDERS

Market. Manage. Move up in your career.

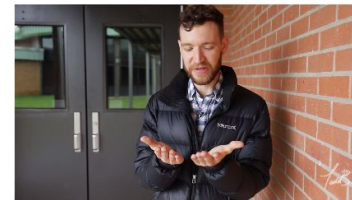
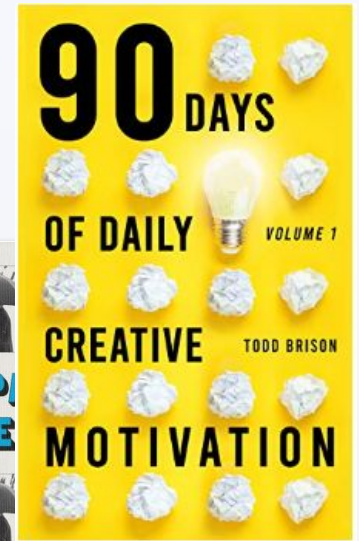
TIME



NEW YORK OBSERVER



Who am I?



An UNFORGETTABLE Lesson I Learned in High School
486 views • 8 months ago

I'm Todd, and I activate artists. I am a top writer on Medium and have been published in Inc, The Daily Muse, CNBC and some other places. Grab a free preview of my book - The Creative's Curse - right here!

READ MORE

FINISH FRIDAY ▶ PLAY ALL



Its Not Always Sexy
Todd Brison
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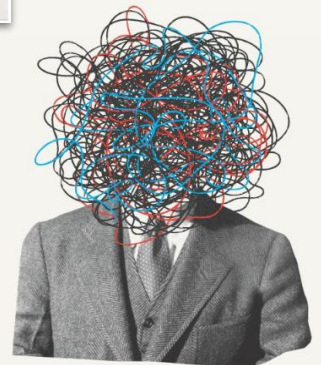
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YOU Come BEFORE Your Art
Todd Brison
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NaNoWriMo Inspiration ▶ PLAY ALL

Tell me about You...

1

Where are you
livestreaming
from?



2

What do you want to learn
today?



**Where would you like to
use storytelling?**

Videos? LinkedIn? Blogs?

What to expect from today!

A fountain pen with a silver and gold finish lies diagonally across an open, lined notebook. The pen's nib is visible on the left. The notebook pages are white with light blue horizontal lines. The background is a soft, out-of-focus brown.

1

Why stories are in our DNA

2

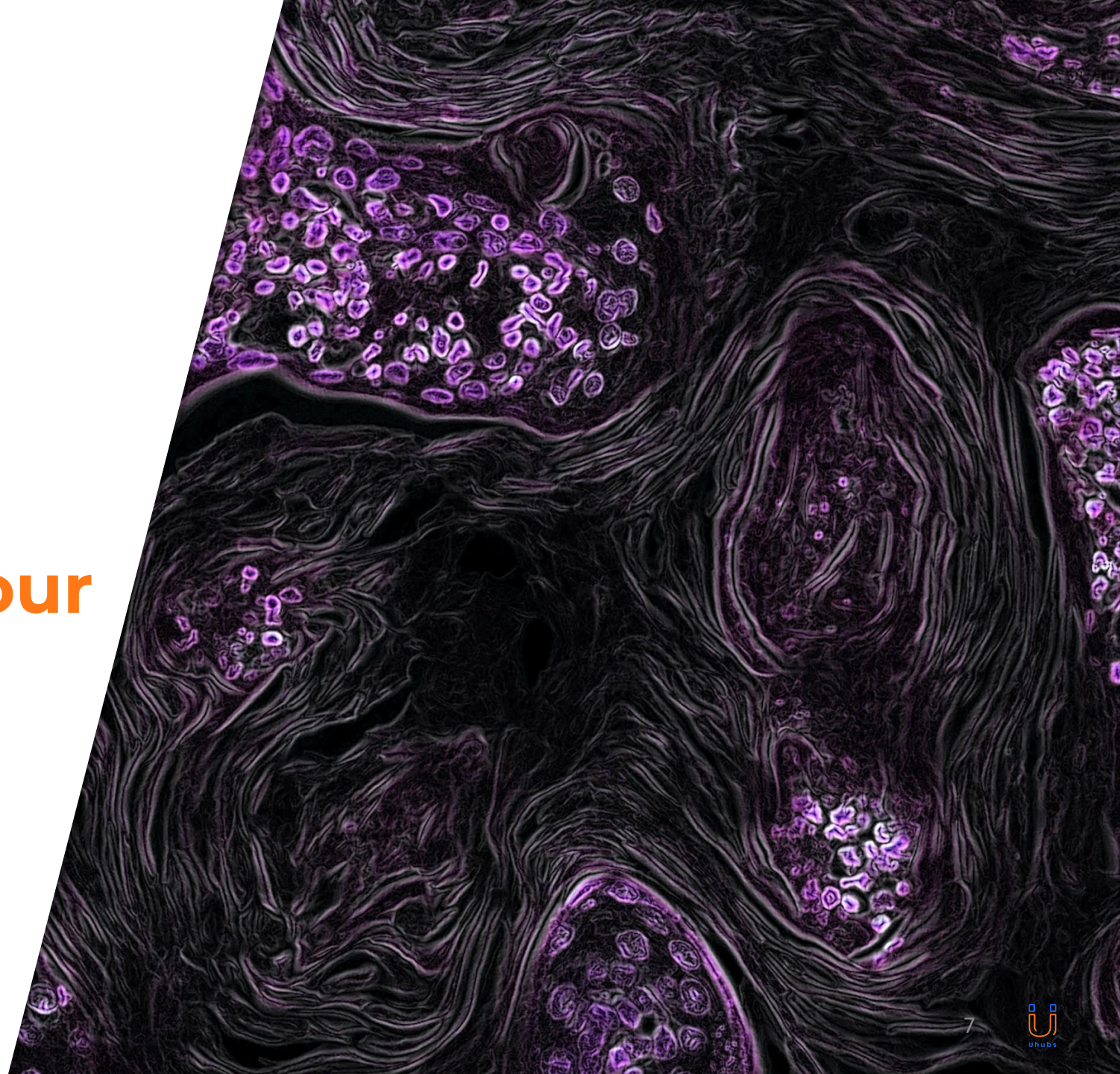
How companies tell good stories

3

Three tips for telling better stories

01

Why stories are in our DNA

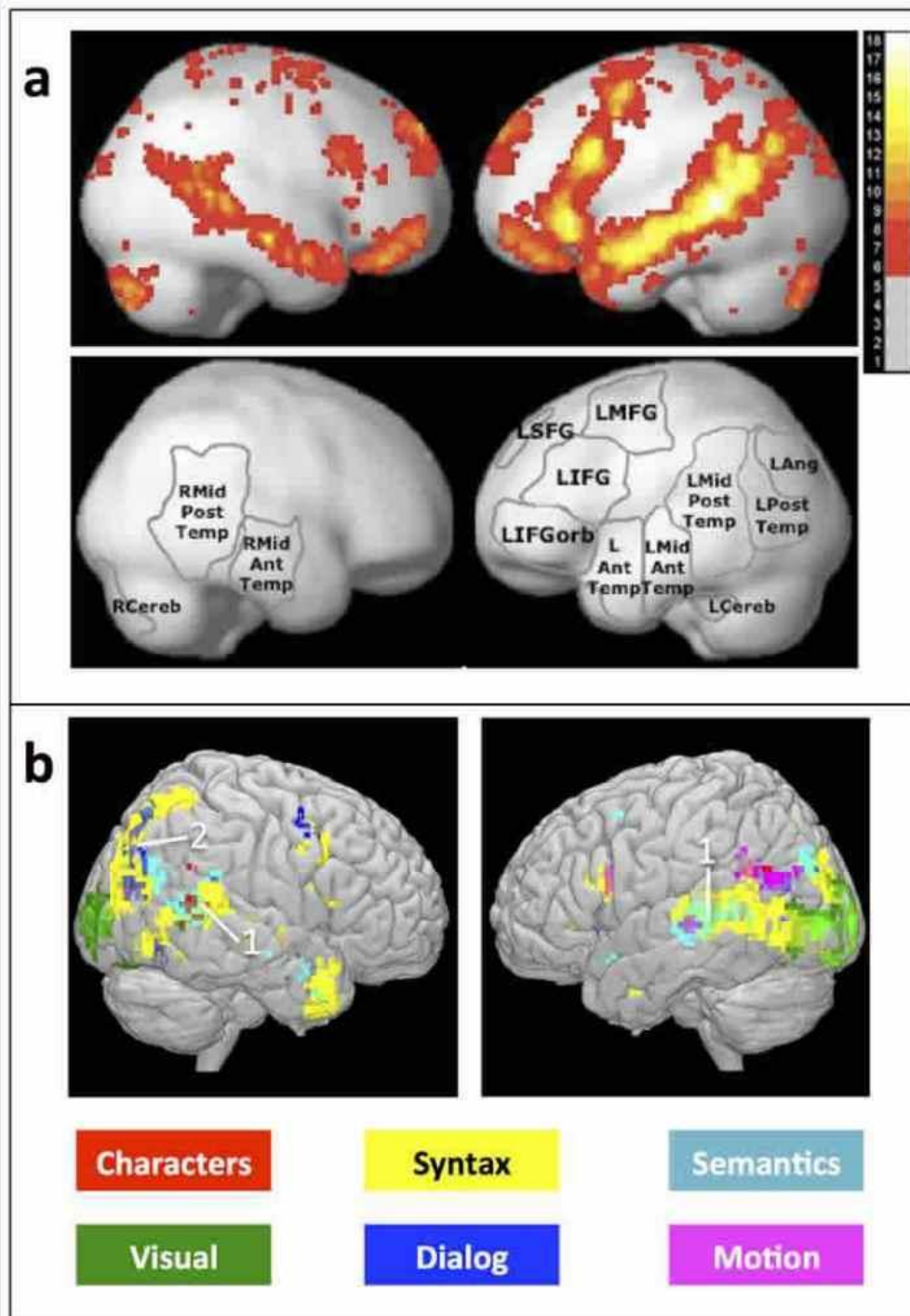


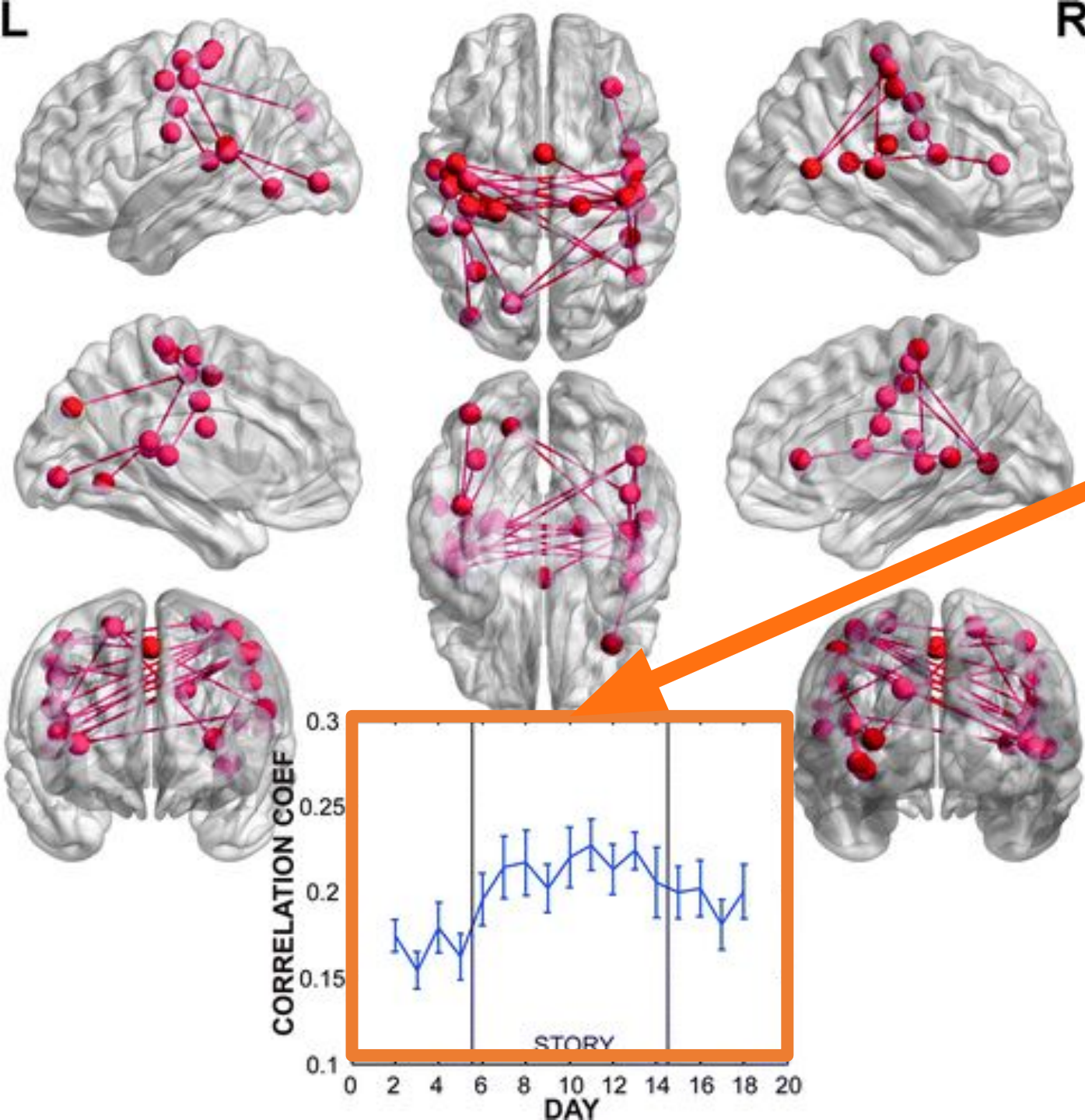
Q

**How would you define
*a story?***

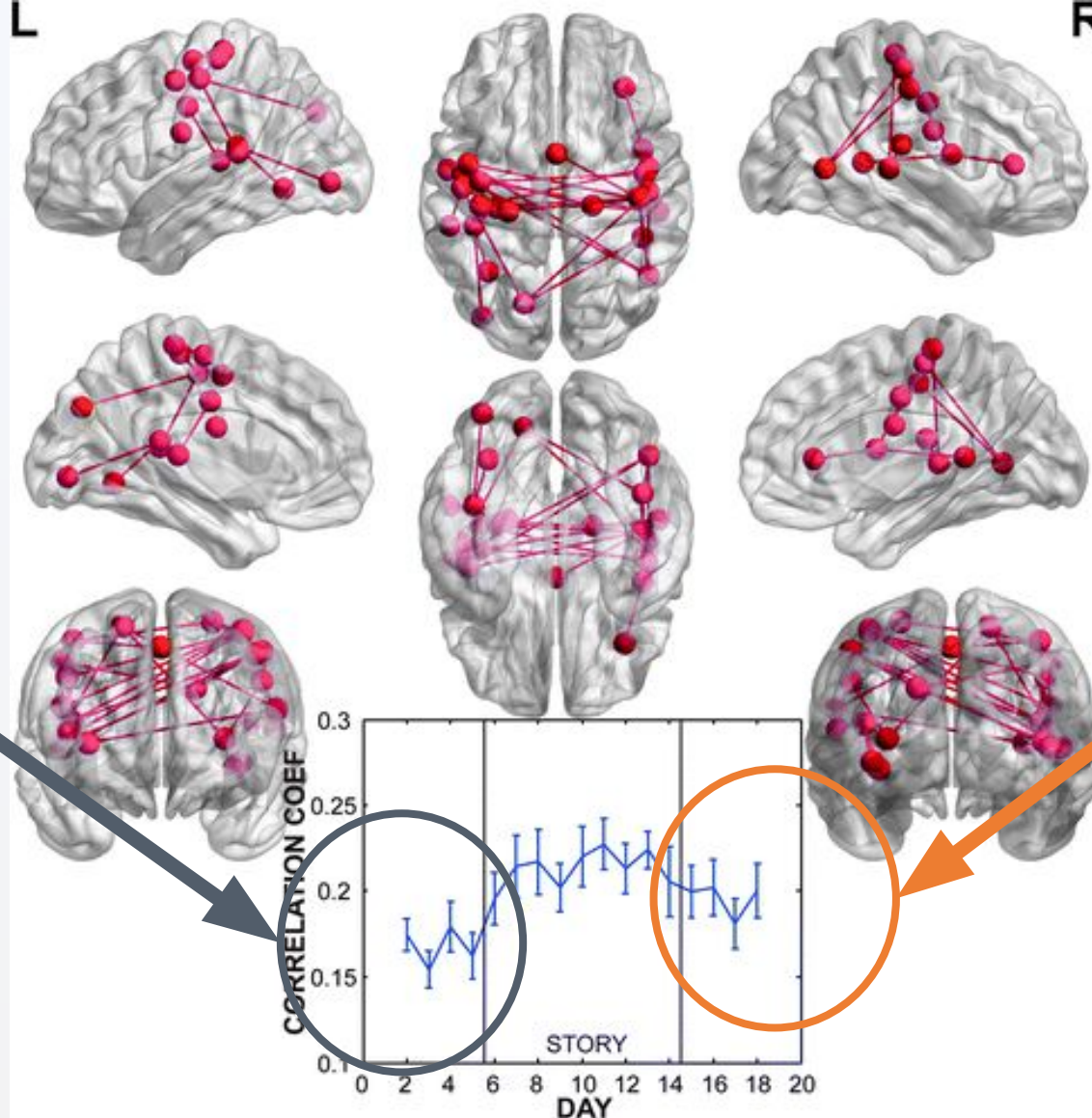
**Stories = Information
Structured Properly**

How your brain reacts to stories





● Resting brain waves in between reading chapters of *Pompeii*



**Your *brain is not the same*
after a story**

Stories are a Transformative Art

Example:

How can I let you know
London was happy when
WWII ended?

Option 1.

Say “London was happy when WWII ended on September 2nd, 1945.”

(Not storytelling)

Option 2.

Say “When WWII ended,
people *poured into the
streets of London shouting
for joy.*”

(Storytelling)

Option 3.



(Storytelling)

Exercise:



Your life story

Many people fear the question:

“So who are you and what do you do?”

What if you made your *life story into a three-sentence story.*

Action:

Take a few minutes and try to write your story.



02

**How companies
and people tell
good stories**

**But first,
*a reminder...***

**Fake storytelling
doesn't
work.**

Naked Juice (Pepsi Co.)



Volkswagen





Fruit Roll-Ups

Rachel Hollis's Marriage



Rachel Hollis is a Fraudulent Example of Influencing-Gone-Wrong



sweettindahouse Honey, choosing joy is all well and good when the complete separation of a life you've built with someone is cushioned by luxury and millions of dollars. This says nothing of the devastation that often comes to women going through the same situation. This faux authenticity and positivity needs to end.

2w 14 likes Reply



thehausofhughes Who posts a insta worthy picture like this and announces a divorce.....girl, quit faking and be real. Hard to believe anything ya'll have said after this stunt.....girl bye!



msrachelhollis • Follow



savvyoverlanding I'm confused why the last 3 years you were on the stage preaching for healthy marriages when you yourself were struggling and didn't dare tell anyone you were struggling until it's already over! How are you going to be a role model for those who don't have a voice? Your platform feels inauthentic and deceitful.

1w 78 likes Reply

View replies (6)



_magic_drake_00 You are a strong woman , be strong please . Love you so much ❤️



124,128 likes

JUNE 8

Add a comment...

Post

Let's look at this from a different direction: if an 'expert' in the stock market takes your money, and presented what appeared to be credible evidence of their expertise, but didn't actually know anything about the stock market and lost you everything — that would be fraud, *would it not?*

So, how is this situation any different?

Nike



Q

**What story is Nike Trying
to tell?**

But *you don't have to*
spend billions to **tell a**
good story.



Tim Denning • 1st

Aussie Blogger | Leader | Sales Professional - Inspiring The World Through Pers...

4d • 🌐



Not experienced enough.
Not experienced enough.
Not experienced enough.
Not experienced enough.
Not experienced enough.
Not experienced enough.
Not experienced enough.
Not experienced enough.
HIRED.

Experience is based on opinion, not fact.

Potential is better than experience.
Potential = Drive

Don't give up until a person dares see your potential.

[#Jobs](#) [#Hiring](#)



3,824 • 146 Comments



Brian Pennie

@PennieBrian



After I got clean, I delivered takeaway food for 3 years to finance myself through college.

During that time, I came across my dream apartment and swore I'd live there some day.

Yesterday I moved in and I couldn't be happier.

[#livingthedream](#)

1:45 AM · Jul 8, 2020 · Twitter for iPhone

46 Retweets **7** Quote Tweets **2.7K** Likes





Niklas Göke  · August 17, 2019

Works at Four Minute Books



You're not lazy, bored, or unmotivated. These are all symptoms of our only disease: fear.

In our fight to live up to our potential, fear is the one thing holding us back.

Here's the last post you'll ever need to win the battle in your head.

You're Not Lazy, Bored, Or Unmotivated

You are afraid—and only Nike's cliché slogan can fix it

medium.com



50.2K views · [View Upvoters](#) · [View Resharers](#)



398



48



7



Exercise



Jog your
memory

Write down a storytelling moment you remember from either a company or a person.

It can be a television advertisement, social media post, youtube video, or otherwise.

Share yours with the group.

What we've covered up till now

- How stories affect the brain
- Why companies are telling stories more often
- Examples of fake storytelling
- How



Quick Q & A

03

Three tips for telling better stories in your content



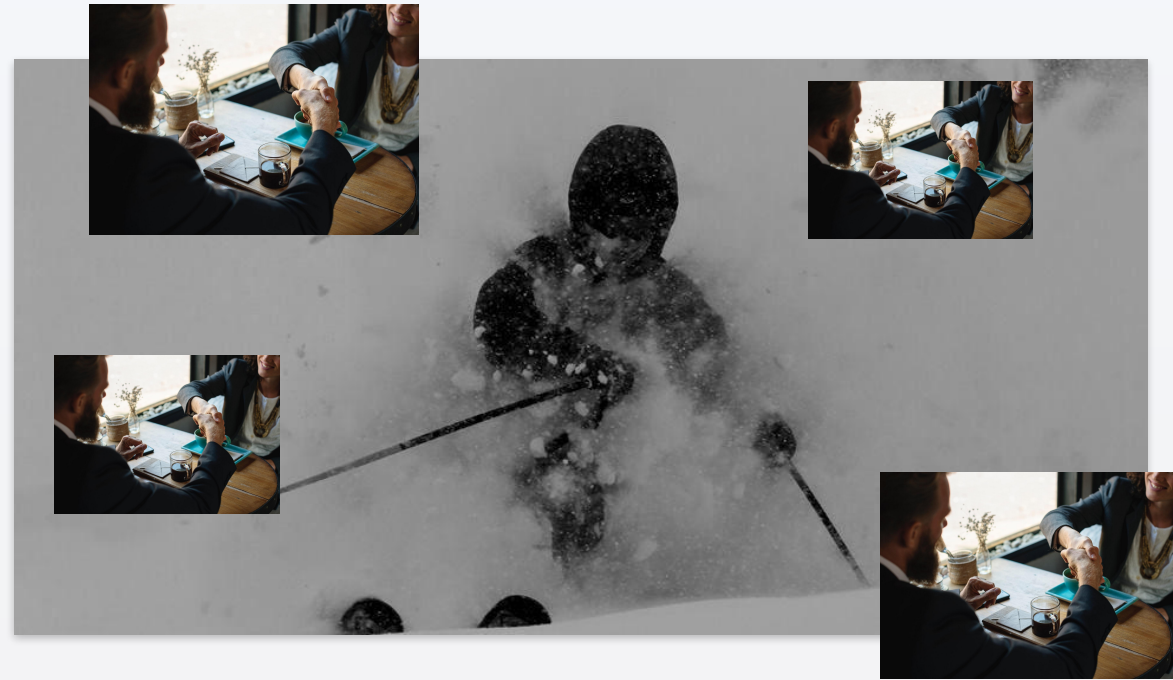
Tip: 1 Use Metaphors

In March,
we filled a
lot of
positions

In March,
we filled **an**
avalanche
of positions

Brain sees...

Brain sees...



...and feels and hears and smells

Last year,
we helped
hire 25
developers

Last year, we
loaded up
New
Software Co.
with an army
of developers

Brain sees...

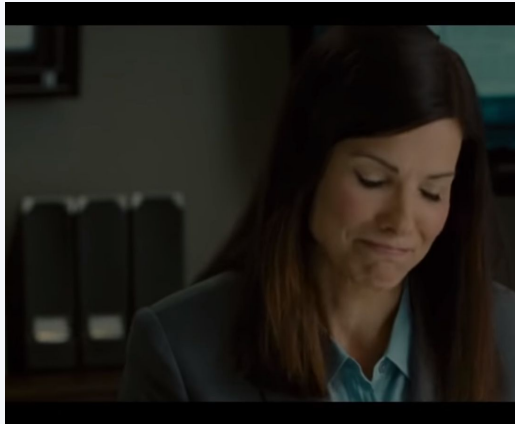


Brain sees...

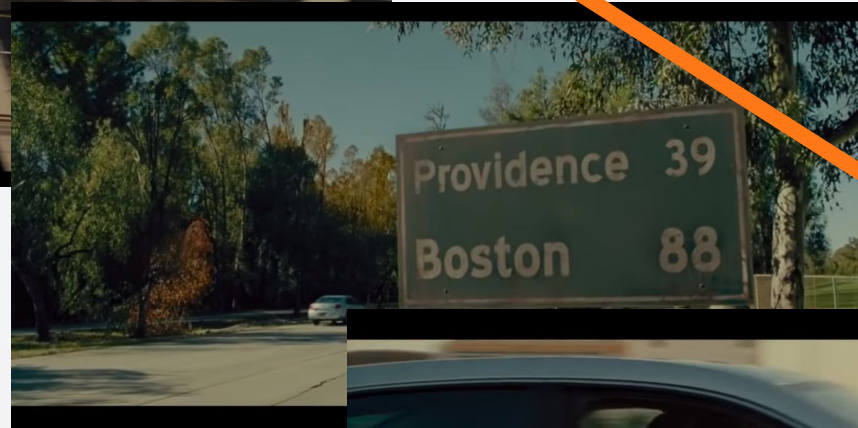


...and feels and hears and smells

Tip #2...



Scene progression...



What is **NOT** shown in this sequence?



Tip #2: Cut the Middle

Q

How do you know **what parts of your stories work well?**

Tip #3: Show a Transformation

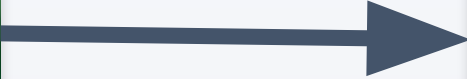
I can see

Not a story

**I once was blind, but now
I can see**

Incredible story!

What do good stories have in common?



Few things are more
powerful than
transformation

Remember this?



Brian Pennie
@PennieBrian

After I got clean, I delivered takeaway food for 3 years to finance myself through college.

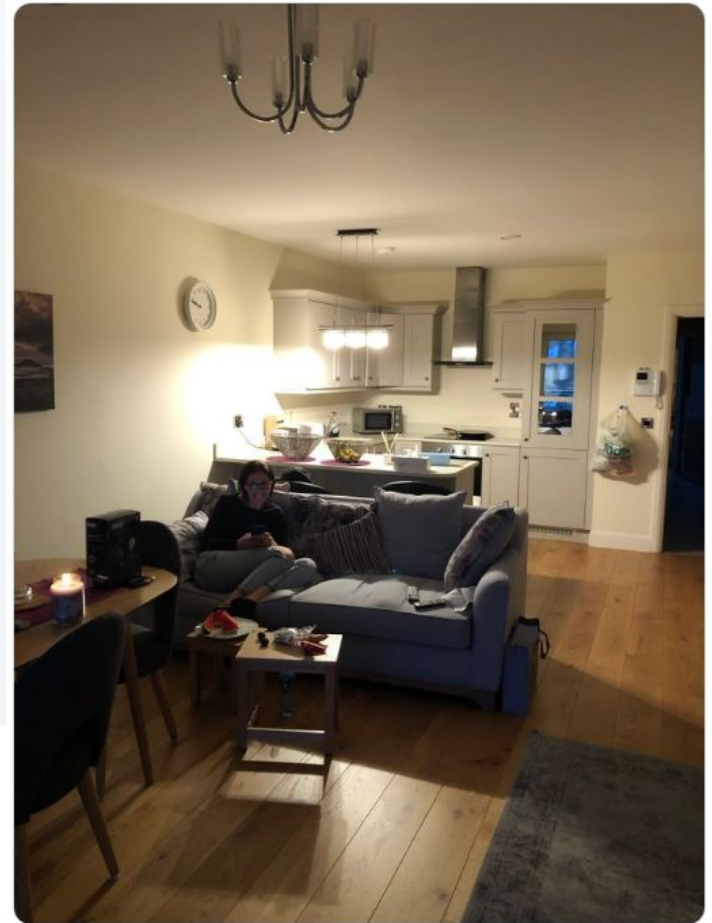
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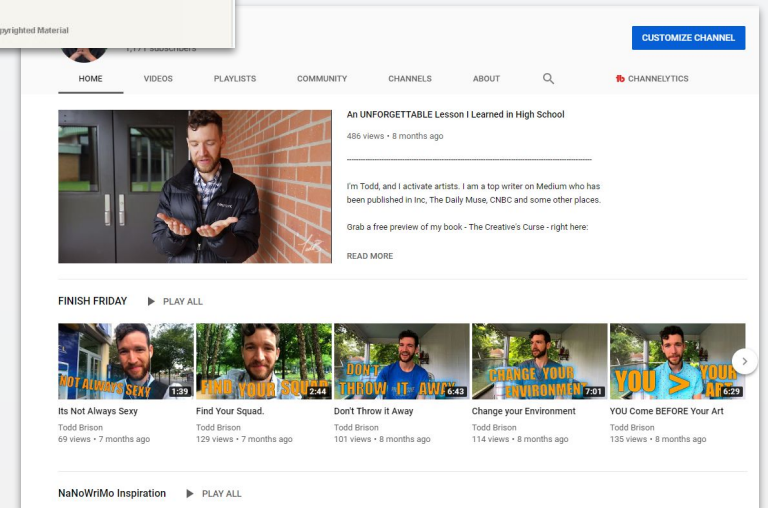
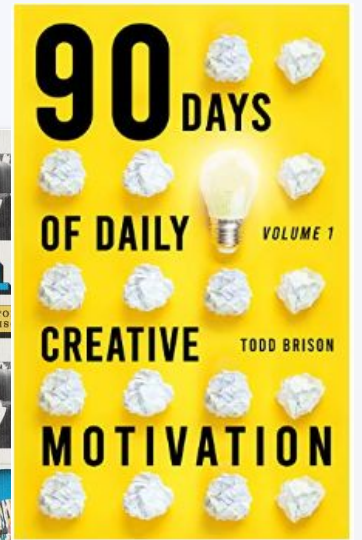
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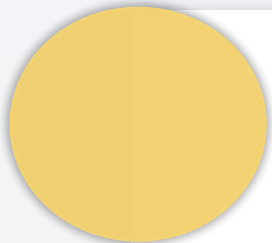
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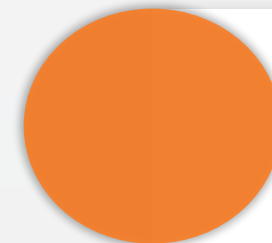
What you have learned today



Why stories are in our DNA



How people and companies are telling good stories



Three tips for integrating storytelling into your content



Congratulations



Final Quick Q & A

Stay in touch!

The Power of Storytelling in
Content Marketing

with

Todd Brison



Todd Brison



toddbrison

