



Build Your Brand with Storytelling

CONNECT WITH IMAGERY

GET PERSONAL & EMOTIONAL

CREATE UNEXPECTED HOOKS OR GRABBERS

MASTER THE TAKEAWAY OR CALL TO ACTION

BRING YOUR HEART

No matter the channel, your brand voice is who you are and how you or your company come to life.

Pro tip:
Simplicity = Clarity



Connect with Imagery

Pro tip:
Empathy Comes from
your vulnerability




Get Personal &
Emotional

Pro tip:
Evoke curiosity with
the unexpected

My life changed
forever in one
moment...

An Amazon Prime cardboard box is lying on its side against a teal door. The box is brown with the Amazon logo and Prime branding. It is positioned diagonally, with the top of the box towards the upper right and the bottom towards the lower left. The door is a solid teal color with a visible vertical seam. The box is resting on a light-colored concrete surface.

Unexpected hooks or
grabbers



Pro Tip:
Bring the
audience
full circle

“A successful talk is a little
miracle—people see the
world differently
afterward.”

Master the Takeaway



Pro Tip:
Bring the
customer
full circle

Whether you have five seconds in a headline or one minute in a blog post, where have you taken the customer?

What do they know or feel now that they didn't feel before?

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Master the Takeaway

A woman is shown from the chest up, sitting at a desk and working on a laptop. The image is partially obscured by a semi-transparent blue overlay that covers the left side of the slide. The text 'Which tools will you use to bring your brand to life?' is written in white over this blue area.

Which tools
will you use
to bring
your brand
to life?

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GET PERSONAL & EMOTIONAL

UNEXPECTED HOOKS OR GRABBERS

MASTER THE TAKEAWAY

A close-up photograph of a collection of smooth, rounded river stones in various shades of grey, black, and white. A single, vibrant red heart-shaped stone is the central focus, standing out against the muted tones of the surrounding stones. The text "Bring your heart" is printed in white on the red heart.

**Bring
your
heart**