

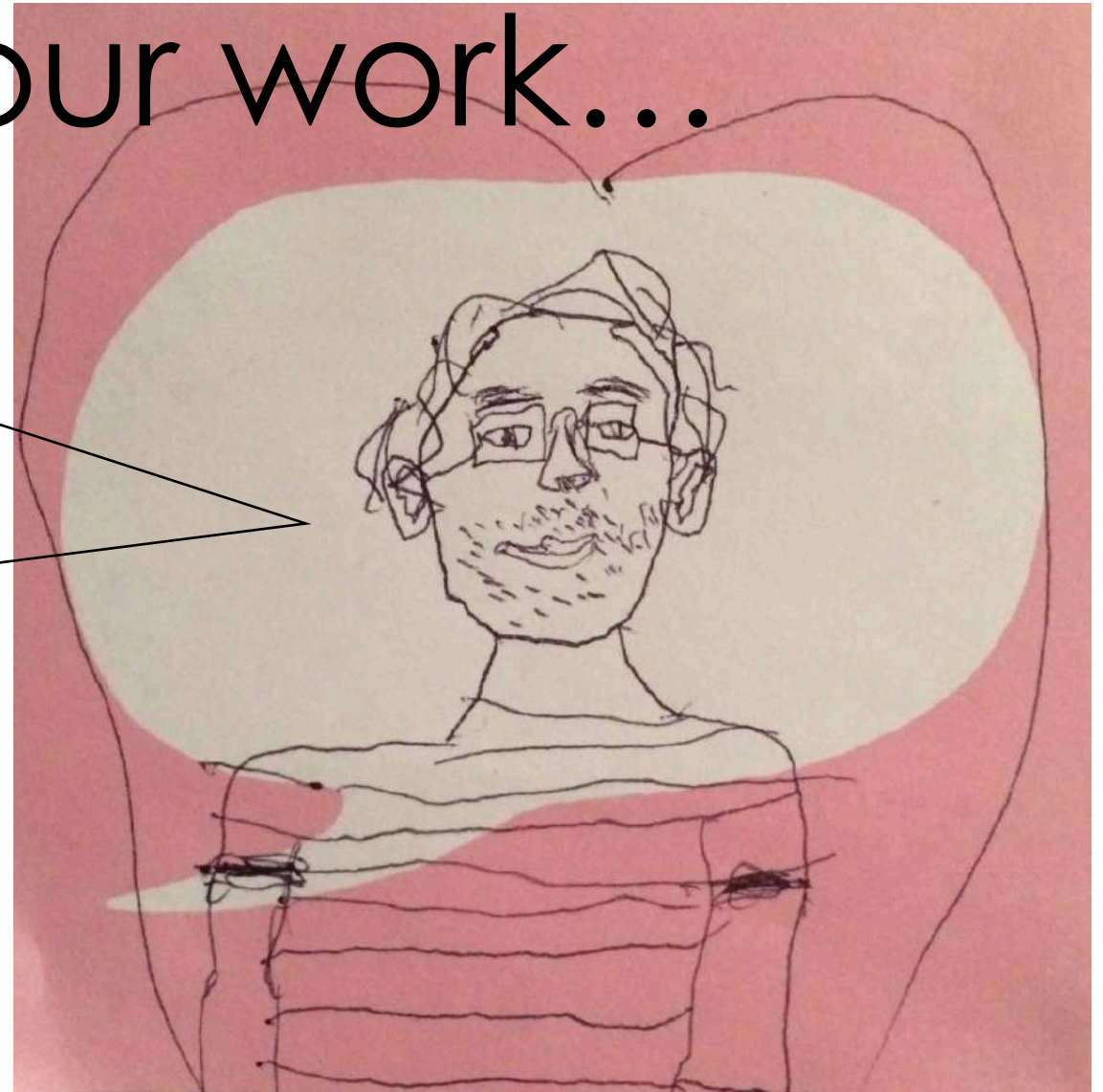
A person wearing a grey suit jacket and trousers is sitting on a wooden chair. They are wearing bright blue shoes and blue socks. The person's legs are crossed at the ankles. The background is a bright, minimalist room with light-colored walls and a wooden floor.

# Creating & Telling Your Brand Story



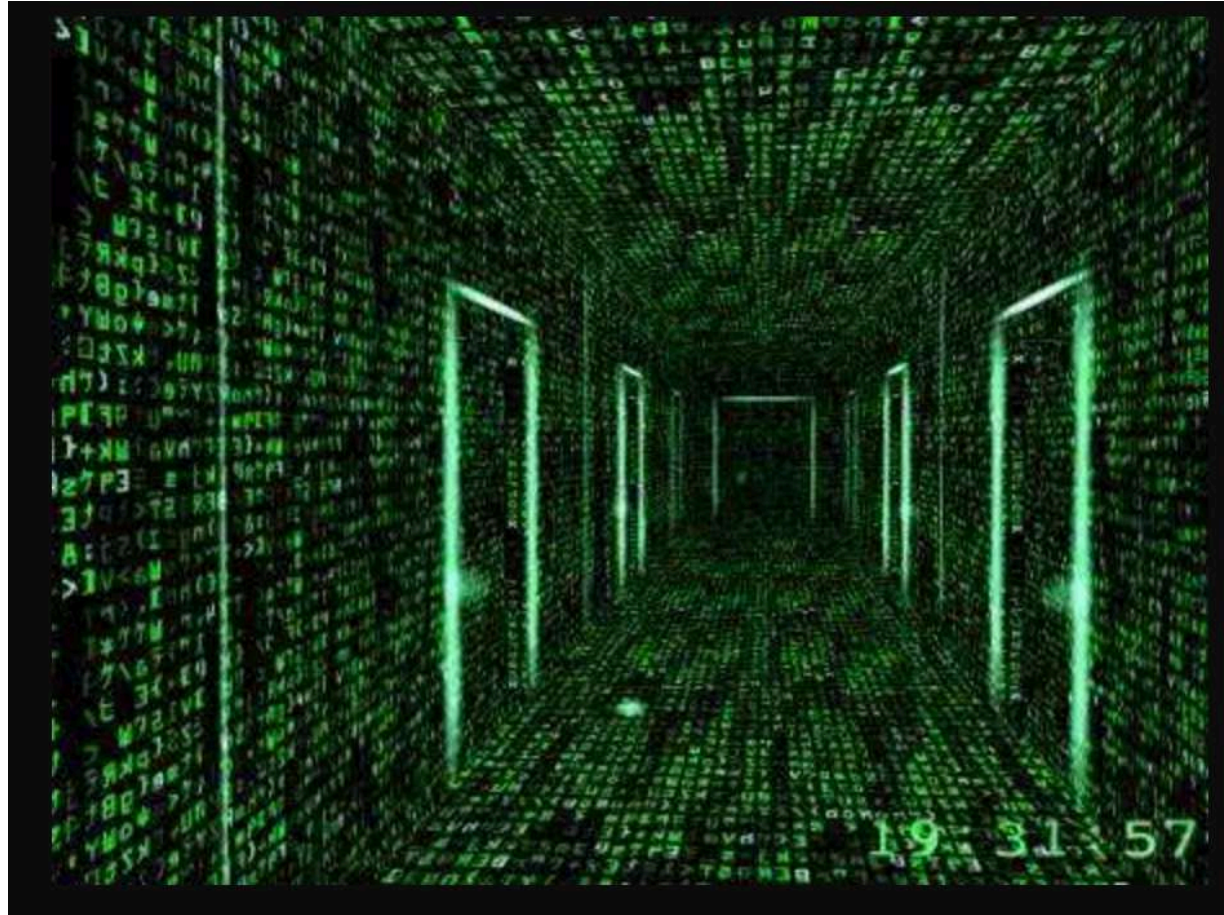
# tell me about your work...

“I oversee the creative and technical processing for all voice files associated with Blizzard's games, and ensure that the processing templates used for localization (the foreign language versions) are clear, and adhere to established convention.”





# this I understand



# why stories matter

- they create an emotional connection
- they're more memorable
- because so few are doing it right, it's easy to stand out





cross the brain blood barrier

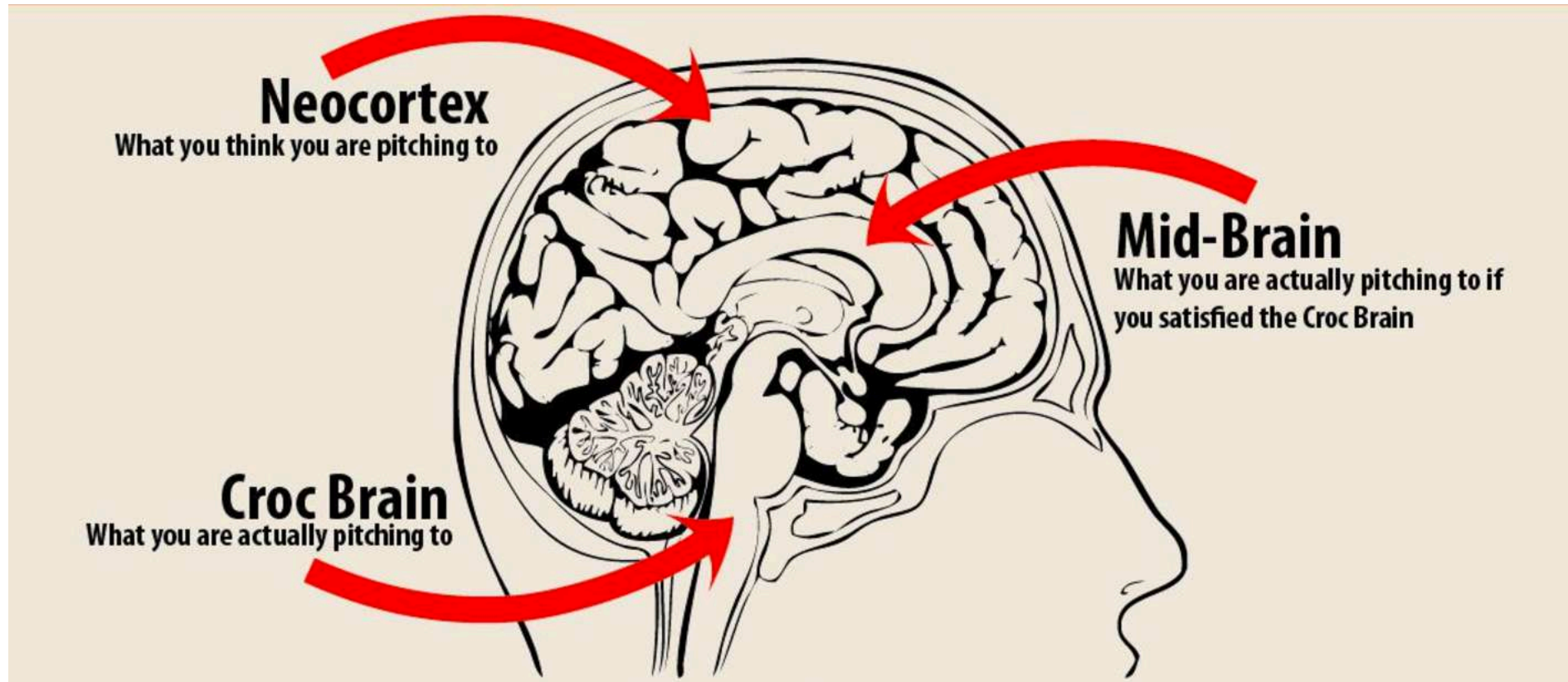


Most people never cross this barrier because they fail to get the plot line right.





# the communication conundrum







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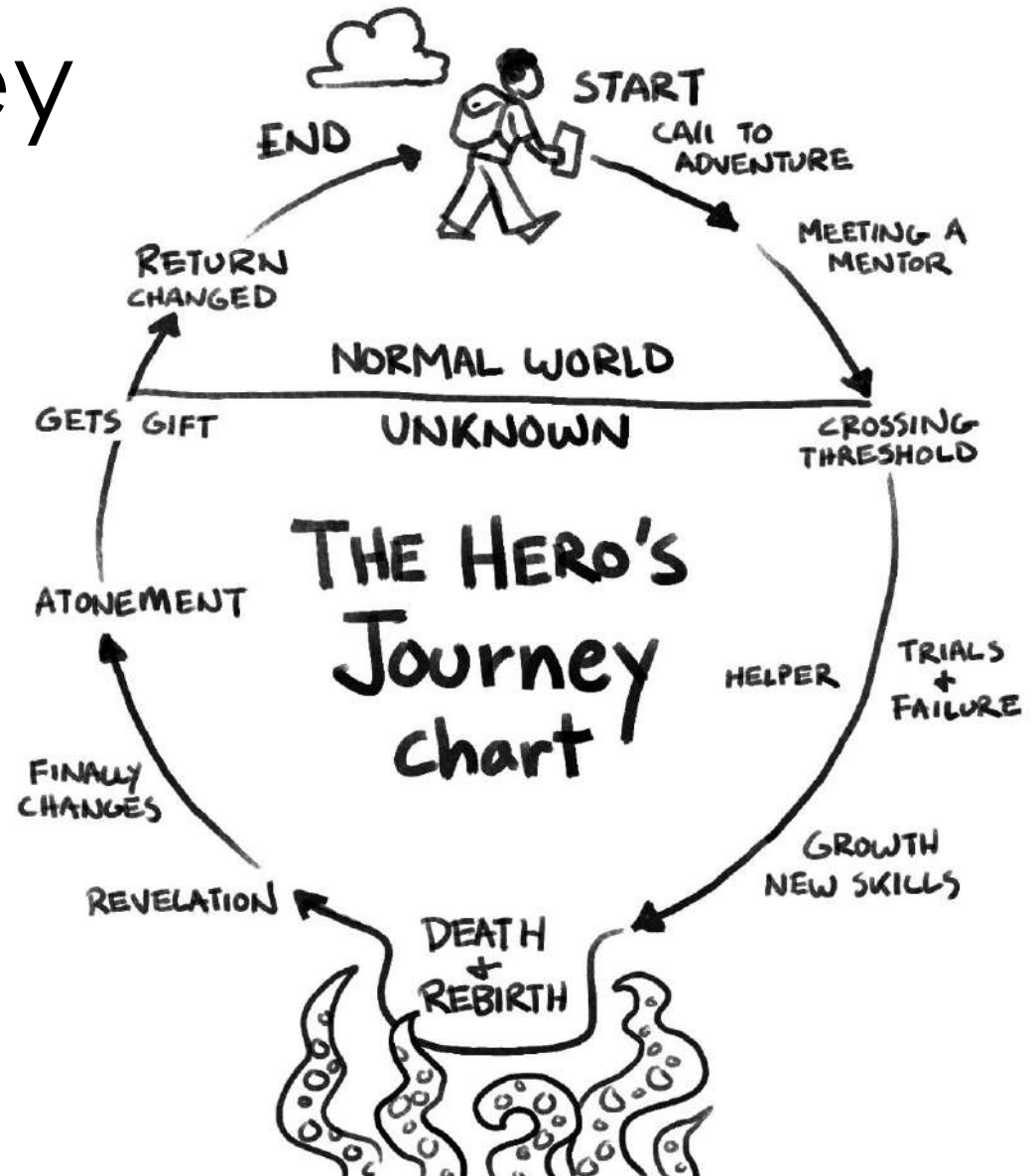
# your brand story should be reflected in all you create

- Landing page
- Email messages
- Social media postings
- What you say & how you say it
- Content (i.e, videos or articles)





# The Hero's Journey







your brand story





# the Hollywood blockbuster formula to tell a great story // 3 essential elements

- the character
- the desire
- the obstacle



# essential element #1 // the character



- What it is like in their ordinary world
- What makes them relatable





# Rose's ordinary world

- She's being pressured into marriage
- She's stifled by high society
- She's a free thinker
- She doesn't appreciate being controlled
- She's on the edge emotionally





translating this to a  
brand story







# Jessica's ordinary world



- There is a lot of pressure to lose weight
- She wants to eat like regular people
- Her simple desire is to be healthy for her family
- She wants to be a better version of herself





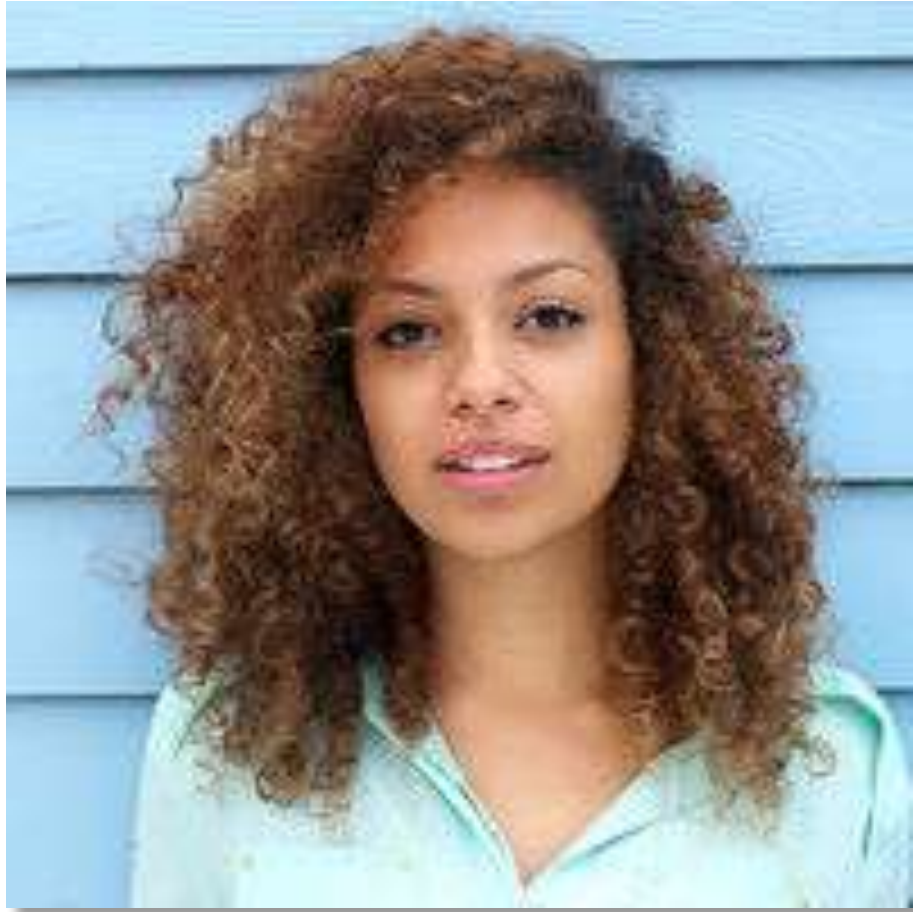
our character

# The Ideal Customer Profile



# meet our hero

## Anne



- 24 years old
- College graduate
- She lives & works full time for a small business
- Adventurer
- Loves music
- Loves food
- Loves adult bevies & craft beer
- Social
- She loves to travel and is saving for a trip to Costa Rica
- She's a good steward of her money and is conservative financially
- Instagram/Snapchat/FB





# essential element #2 // the desire



Chuck had one singular desire:  
To be back with Kelly, the love  
of his life.

His goal is to escape the island  
on a raft knowing that he'd  
rather die trying than die sitting  
and waiting to be rescued.



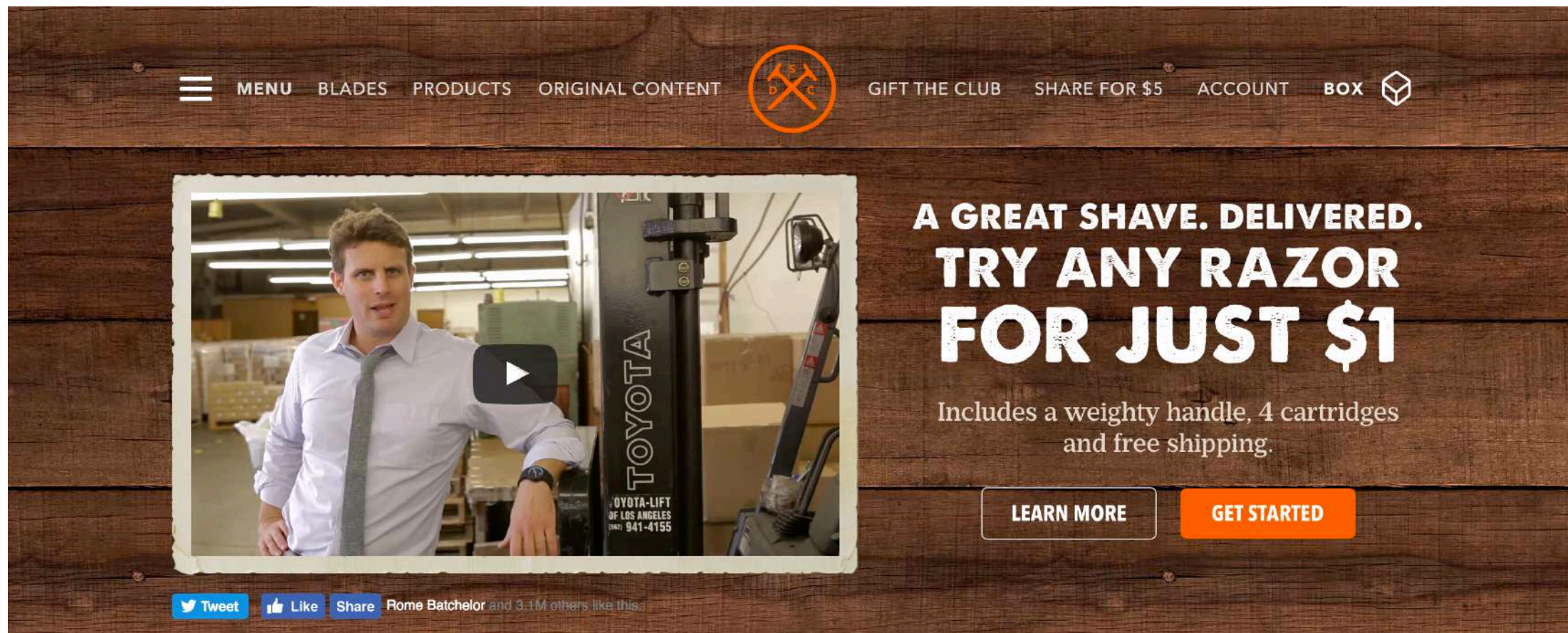
# 4 goals that a hero need pursue:



- **WIN** - The love of another, the fight, a competition
- **ESCAPE** - Get out of some situation
- **STOP** - Prevent some bad thing from happening
- **RETRIEVE** - Get something and bring it back





# Dollar Shave Club





MENU BLADES PRODUCTS ORIGINAL CONTENT  GIFT THE CLUB SHARE FOR \$5 ACCOUNT BOX 

**A GREAT SHAVE. DELIVERED.  
TRY ANY RAZOR  
FOR JUST \$1**

Includes a weighty handle, 4 cartridges  
and free shipping.

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# what their ideal customer desires

- They want a high quality razor
- They want it at a fair price
- They want it delivered to their door
- They want to shave time and shave money (their tag line - clever)



# focus on the result // the plotline

Remember, the results your product or service provides to your Ideal Customer (or hero) is the finish line.

If you fail to connect the dots to this point, then your audience doesn't care... there is no glue holding the story together that makes **you** relatable to **their** problem.







# Anne's desires

- She wants to ESCAPE her everyday life to have adventures
- She wants to STOP paying off her student loans
- She wants to live a life free of obligations – at least for a little while
- She wants to make money from her laptop



# essential element #3 // the obstacle



- Ray's all in on a BHAG
- His home and livelihood are in jeopardy
- Our emotion stems out of seeing the conflict
- We identify with his journey to overcome those obstacles.
- Emotion from the audience comes out of these seemingly insurmountable conflicts.





# Airbnb



- Overcoming a common objection from both sides of the transaction
- Positioning the customer as the center of the brand





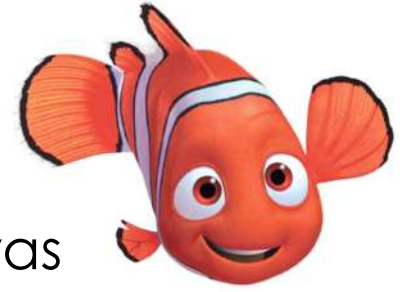
# no-fail template // The Pixar Pitch

- Once upon a time there was ...
- Every day ...
- One day ...
- Because of that ...
- Because of that ...
- Until finally ...





# Finding Nemo



- **Once upon a time there was...** a widowed fish, named Marlin, who was extremely protective of his only son, Nemo.
- **Every day...** Marlin warned Nemo of the ocean's dangers and implored him not to swim far away.
- **One day...** in an act of defiance, Nemo ignores his father's warnings and swims into the open water.
- **Because of that...** he is captured by a diver and ends up in the fish tank of a dentist in Sydney.
- **Because of that...** Marlin sets off on a journey to recover Nemo, enlisting the help of other sea creatures along the way.
- **Until finally...** Marlin and Nemo find each other, reunite and learn that love depends on trust.



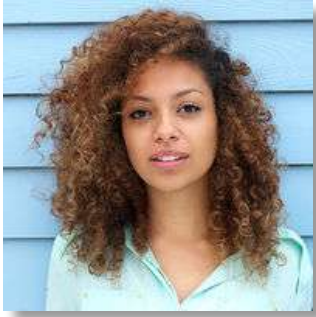


“what decision does this person really need to make?”

The story must hinge on that decision being made







**Once upon a time there was...** a girl named Anne who was smart, educated and did what was expected of her from family and friends.

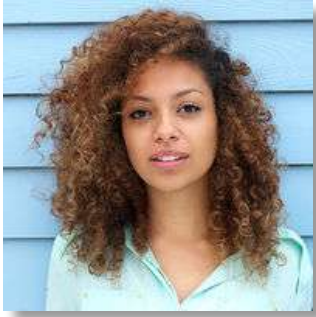




**Every day...** Anne drove to her job and worked 10 long hours sitting behind a desk pushing papers from one side of the desk to the other.







**One day...** Anne sees a picture in Instagram of an exotic beach.

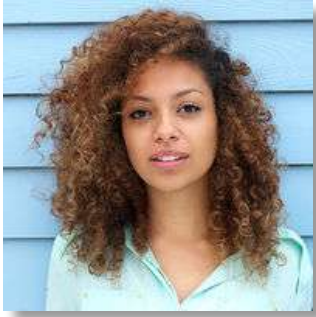




**Because of that...** she decides that she can't take another day working for someone else's dream.







**Because of that...** she searched online for a way to make money using her laptop from anywhere in the world.





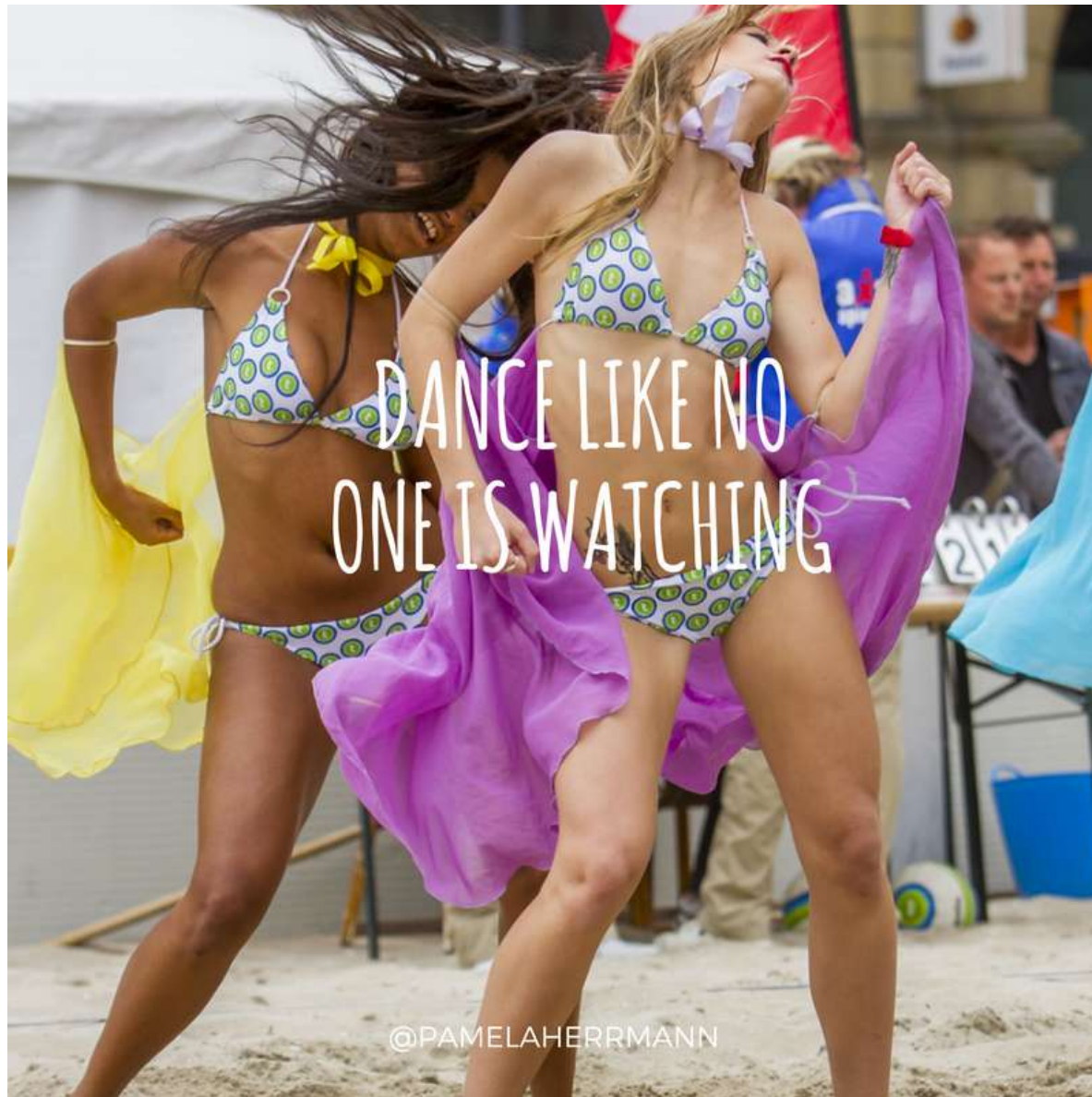
**Until finally...** she found a way to earn money while she travels and now she's building her dreams.











DANCE LIKE NO  
ONE IS WATCHING

@PAMELAHERRMANN



# Ash Ambirge

## The Middle Finger Project



ESTD. 2009  
**MIDDLE FINGER**  
PROJECT

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*Be Unf\*ckwithable*



Garret White  
Wake Up Warrior

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# THANK YOU

