

STORYTELLING

Storytelling allows you to convey memorable information. Forming impressions and relating to a listener allows them to associate themselves within a product story and you. Tie in facts to paint a picture that can be easily retained and may bring an emotional reaction to your listener. Developing an emotional connection requires a little research on your end. Conduct research on your prospect and tailor your story. Draft your stories and practice your story, if relevant, repeat them to different audiences.

CONTENT MATTERS

Marketing communication can be extensive or simple, no matter the form, having your message available in multiple mediums may make the difference. Consider creating the following collateral materials:

- Print items – brochures, flyers, postcards
- Product white papers to compliment fact sheets and provide depth to the process
- Positioning flyer – highlighting the potential benefit of the strategy and process
- Sales presentations – demonstrating the process with proof point examples
- Web content – user friendly web navigation

Compliment the collateral with action plans for distributing and following up on the materials.

STORYTELLING FUNDAMENTALS:

- 1 Memorable
- 2 Work facts into the story
- 3 Tailor to audience
- 4 Pre plan, draft the story
- 5 3-5 minutes max, practice

DIGITAL FOOTPRINT

In a digital world, a web site may not be enough, but it's a start. What does your website say about you, is it just the facts or does it tell your story? The website may be a personal statement to bring in a client because it inspires confidence in your ability to execute on the clients behalf.

Things to consider:

- Choose colors that attract the eye
- When using pictures, what story does it tell?
- Be mindful of adding too many graphics
- Create an "About us" section that defines your culture and history
- Easy to navigate on portable devices

Additional footprints:

- Blog posts
- Quoted in industry articles or interviews
- Industry speaking or panel participation

"Storytelling is the most powerful way to put ideas into the world today."

– Robert McKee

NEXT STEPS



DISCOVER – Live by your company's core principles to establish brand loyalty



PLAN – Define your company's Competitive Edge



PREPARE – Develop a marketing strategy



ACT – Create additional marketing opportunities in order to become well-known to your target market

Resources: <http://www.technicallymarketing.com/index.php/2013/03/21/6-steps-to-build-brand-loyalty-stay-top-of-mind-with-your-customers/>
Competitive Positioning: Best Practices for Creating Brand Loyalty by Richard D. Czerniawski, Michael W. Maloney



NORTHERN LIGHTS
DISTRIBUTORS

NORTHERN LIGHTS DISTRIBUTORS, LLC MEMBER FINRA/SIPC

NLDISTRIBUTORS.COM

17605 WRIGHT STREET, OMAHA, NE 68130

855-891-0091

7054-NLD-2/22/2016