



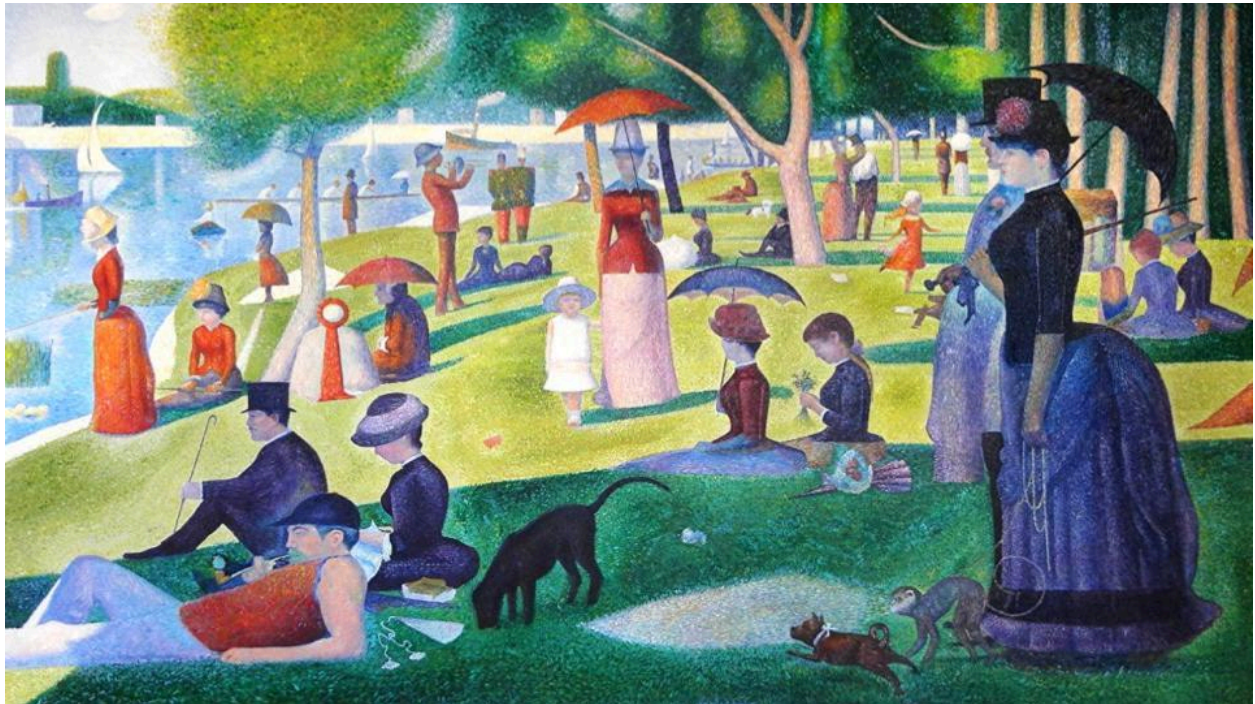
8 - WORKSHEET - Tell Me A Story

from page 117 The story behind the image

A Sunday on the Island of La Grande Jatte

by Georges Seurat 1884 -1886

One significant omission in marketing is a message that doesn't tell an interesting story. Good storytelling is a vital component of any promotional campaign.



Georges Seurat's composition involves several 19th-century Parisians 'relaxing' at a park situated on the banks of the River Seine. Observe the overall structure of this painting. Then focus on each individual.

What is your overall interpretation of this scene?

Is there anyone looking back at you? _____ If so, who? _____

Individuals likely have a tale to tell and there are multiple narratives in this image.

Design a short story about any one character pictured in that painting. Give each character a name. Tell me why they are there and what they are possibly thinking.

Even though Seurat's painting developed a reputation for sexual impropriety — couples having affairs, or prostitutes loitering (symbolized by a monkey) in search of clients — to unveil the “inequities of social distinction,” viewers will still develop their own interpretations.

There is actually no wrong answer to what you're writing because your story was conjured through subjective rationale — it was personal and instinctive. “*A subjective viewpoint becomes open to greater interpretation because it involves aesthetics and emotion.*” What you're basically doing here is decorating silence. This is one way to break away from others repeating the same stuff in their messaging.

Many people see and hear things *objectively*, particularly in advertising. “*We sell great pimple cream.*”

ob-jec-tive /əb'jektiv/ adjective
judgmentally not influenced by personal feelings
or opinions in considering and representing facts.

But when a product is personalized *subjectively* through a story, this pimple cream becomes an extension of one's personality “*Having acne made me feel awkward and self-conscious going out in public...*” This now makes it more personal and easier for the listener to relate to the situation.

sub-jec-tive /səb'jektiv/ adjective
based on or influenced by personal feelings,
tastes, or opinions.

A good ad message doesn't have to brag about how well a laptop is constructed, it can interpret how this ingenious portal of proficiency can launch rockets and best-selling novels, design the next Empire State Building, or develop a cure for cancer. The key is to sell the results of what your brand offers.

List as many emotional results (aesthetic, esteem, financial, relief, satisfaction) of what your product/service offers your clientele.

sto·ry /'stôrē/ noun
an account of imaginary or real people and events told for entertainment and to conjure emotion.

Whether you've read it from a book, viewed it on stage or screen, or heard it recited by a campfire, nothing can divulge an array of emotions like a well-told narrative. At some point, everyone has a story to tell. You may have witnessed two people engaged in a heated argument—*“Two guys were yelling.”* But not everyone can tell a good story—*“Returning to my office from a late lunch, I overheard an irascible commotion on Main Street by the coffee shop. A curious crowd gathered to witness two large muscular males about to physically square off in the middle of an intersection. What were they arguing about? At first, it appeared that the curly-haired man in a pickup truck cut off a father driving two young girls in an SUV. But it was much more. To our amazement, the father of the girls was actually...”* A key aspect of a good story is intrigue—arousing the curiosity and interest of the listeners so they'll tune in to learn more. This is why you must learn how to tell a persuasive narrative about what your brand can confidently do for others.

Name two ways you can generate intrigue in the minds of your readers and listeners.

Evoking feelings, and summoning emotion are the foundation of a good story. You have a good story to tell about how your organization enriches other people's lives. It can be an essential ingredient of any marketing campaign, as long as you understand how to tell it.

e·mo·tion /ə'mōSH(ə)n/ noun
a natural instinctive state of mind deriving from one's circumstances, mood, or relationships with others.

Saying that you 'satisfy your customer's needs doesn't tell me much. You must be specific.

Think of a situation where your organization made someone's life better. Create an outline of these circumstances. _____

What positive emotions did your product, service, or actions summon in your customers?

Now, combine elements of the above circumstances with these positive emotions to frame a thirty-second vignette of how you satisfy others. _____

from page 113 **Soul Connection**

“The reason we exist is to make contact with each other... We are neurobiologically hardwired to connect with other beings.” One key to creating a better message is to discover what these connections are with your next potential clients. This is where we must incorporate soul connections in our messaging. On a subconscious level, people tune out what they don’t want and choose things they do want to hear, see, like, and purchase. This is about sharing common interests with your next potential customers so they’ll absorb what you’re offering. But first, you have to recognize what it is you’re offering.

Name the item or service you are offering in your message. _____

The important thing to remind yourself is that you’re not selling an actual item or service here. You’re selling the results of this product (relief, comfort, satisfaction, happiness, etc)

What are the results of the product you’re selling? _____

Now, tie together the above emotions you wish to attach to this product in one brief sentence. _____

When you use logic in a message, it clarifies, justifies, and rationalizes. When you tap into the mindset using emotions such as shared soul connection, it connects. You can do both.

Separate the logical from emotional reasons why your customer would need or want you.

LOGICAL	EMOTIONAL
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In which light would you want to be noticed and remembered, your or the listener/viewer’s light? Shine this light on how your loyal customers perceive you. Throughout time, you forged some strong bonds with these people—soul connections. **Make a list of soul connections created between you and these loyal customers.** _____

If your target audience is unable to connect soulfully with your message, they will never be able to connect with your offer. When you’re connecting, you’re selling. Search to strengthen the attachment you have with your listeners. To make a sale, touch a soul.

from page 121

mne-mon-ic /nə'mänik/ noun
 a device such as a pattern of letters, ideas, or associations that assists in remembering something

You could produce the greatest on-air ad, but will listeners/viewers remember what your brand name is? Name recognition is the most important element of marketing and advertising. They may remember your product/service but end up calling your competitor. It happens all the time. Think of ways your listeners could remember your brand more easily by ways of a mnemonic pattern;

- **Music** = The ABC song (for the Alphabet)
- **Acronym** = Every **G**ood **B**oy **D**eserves **F**un (for treble clef)
- **Rhyme** = In 1492, Columbus sailed the ocean blue (for date and name)
- **Name** = **ROY G. BIV** (colors - Red, Orange, Yellow, Green, Blue, Indigo, Violet)
- **Expression** = **Kings Play Cards On Fairly Good Soft Velvet** (classifications - Kingdom, Phylum, Class, Order, Genus, Species, Variety)

Create more than one mnemonic device for potential customers to remember your brand, slogan, or tagline. _____

from page 124

Ama-Zoning In with a story...



'The Show Must Go On' - Amazon Christmas Commercial 2020

Displaying less than three seconds of its brand, what makes this Amazon ad alluring?

from page 128

Exercising Aristotle's Three Keys of Persuasion

PATHOS = Whether it's fear, anger, uncertainty, or despair, in one sentence, write an emotional appeal to sell your brand. _____

LOGOS = Using either alternative facts or pseudoscience, in one sentence, write a logical appeal to sell your brand. _____

ETHOS = Through ideology, preconception, or assumptions, in one sentence, write an ethical appeal to sell your brand. _____

Fill in the blanks of this exercise to reveal the emotional results and benefits of what your brand represents.

Customer: “Why should I purchase your _____ (specific item here) _____?”

You: _____

Customer: “After I buy this _____ (specific item) _____, what happens next?”

You: “You’ll be able to... _____”

Customer: “So, what are the overall benefits of _____?”

You: “You will now... _____”

Customer: “So if I buy your _____, what will be the emotional result(s)?”

You: _____

Customer: “What does (your Brand Name) stand for?”

(Use the above answers to better determine what your organization is all about.)

You: (Our Brand Name) means _____

Employ this procedure with every aspect of your business. What are the benefits of using each specific product or service?

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