

How to Tell Your Story

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Good Stories = Good Business

A

Serve as organic marketing.

B

Gives you another way to connect with your audience.

C

Allows you to promote yourself without looking like a self-promoter.

Why A Good Story Matters

A

Ads: Disrupt your life,
are annoying.

B

Stories: Add value, are
enjoyable.

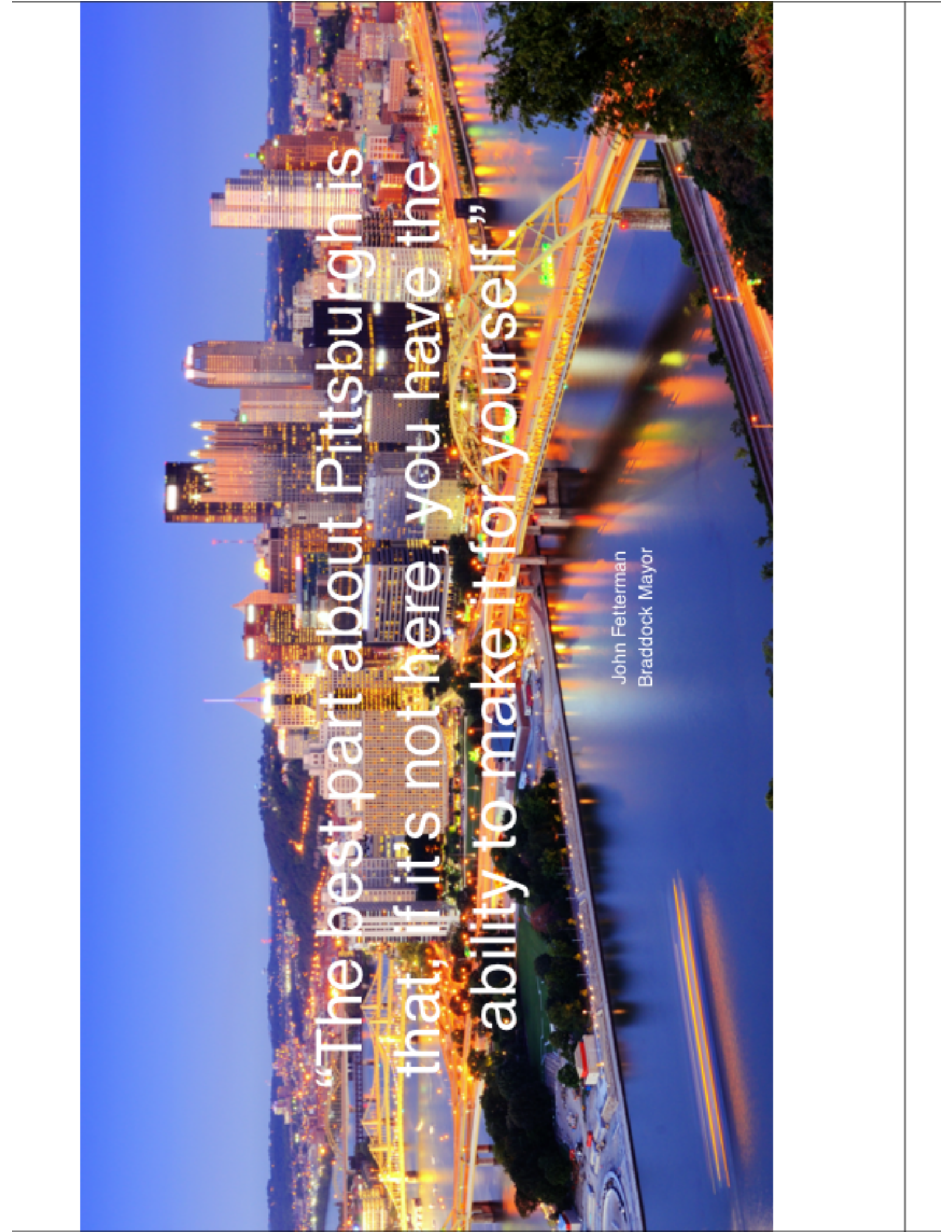
And the payoff?

— Win over a fan for the long run.

In other words: Do you want to grab the attention of your audience? Or hold it?

Step 1

- Identify your unique spin on a universal theme.

A panoramic view of Pittsburgh at dusk, showing the city skyline with illuminated buildings and the city's bridges over the river. The sky is a deep blue, and the city lights are glowing. The text is overlaid on the image.

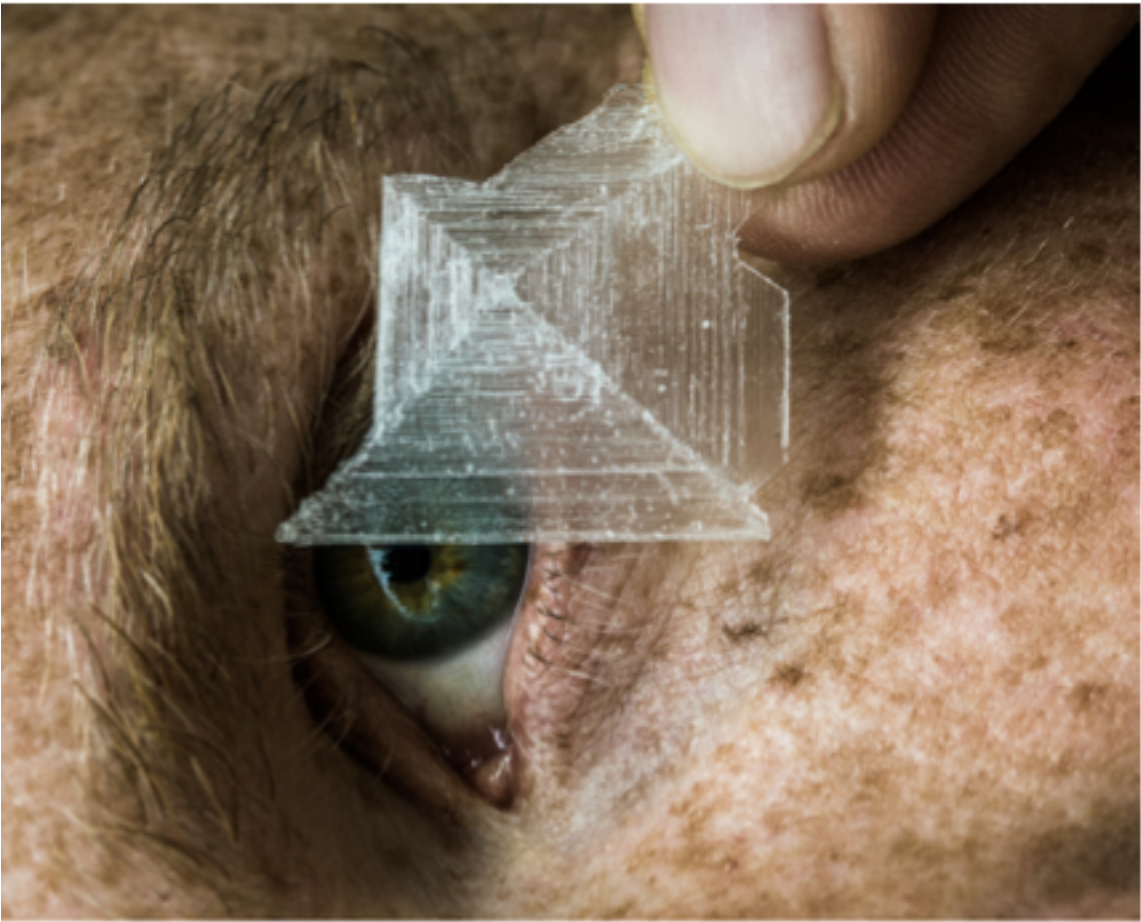
“The best part about Pittsburgh is that, if it’s not here, you have the ability to make it for yourself.”

John Fetterman
Braddock Mayor

— Takeaway: Start with a sentence. Pare everything you want to convey down to its essence.

Step 2

- Take us on an adventure.



— Takeaway: Find your heroes and follow them on their adventures.

— Introduce tension.





— Takeaway: Never let a crisis go to waste.

— Style over everything.

— Takeaway: What do you have in your community that others don't? Share that in your own voice.

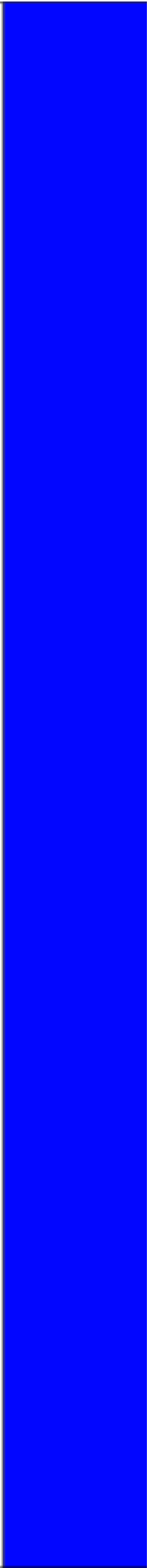
— Teach your audience something that can benefit them.



Step 5

— Takeaway: Provide insights in exchange for the time and attention of your audience.

- Step 1 Identify your unique spin on a universal theme
- Step 2 Take us on an adventure
- Step 3 Introduce tension
- Step 4 Style over everything
- Step 5 Teach your audience something that can benefit them



Got a story to share?

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