

# How to Tell Your Story

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# Good Stories = Good Business

1. Bring your ideas to life and show your audience what they can aspire to be.
2. Allows you to engage and retain customer and potential customers—without selling them.
3. Builds a positive emotional connection with your users.

# Why A Good Story Matters

Stories are enjoyable and add value to your customers' lives. They should be woven into the business, product, and creative strategies of your brand.

## 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?

# How to Tell your Story

Step 1: Identify your theme

Step 2: Take us on an adventure

Step 3: Embrace tension

Step 4: Style over everything

Step 5: Teach your audience  
something that can benefit them

# Step 1

— Identify your theme.



**Nike: Be the best (athlete) you can be.**





— Takeaway: Start with a sentence that focuses on why your customer wants to engage with you.

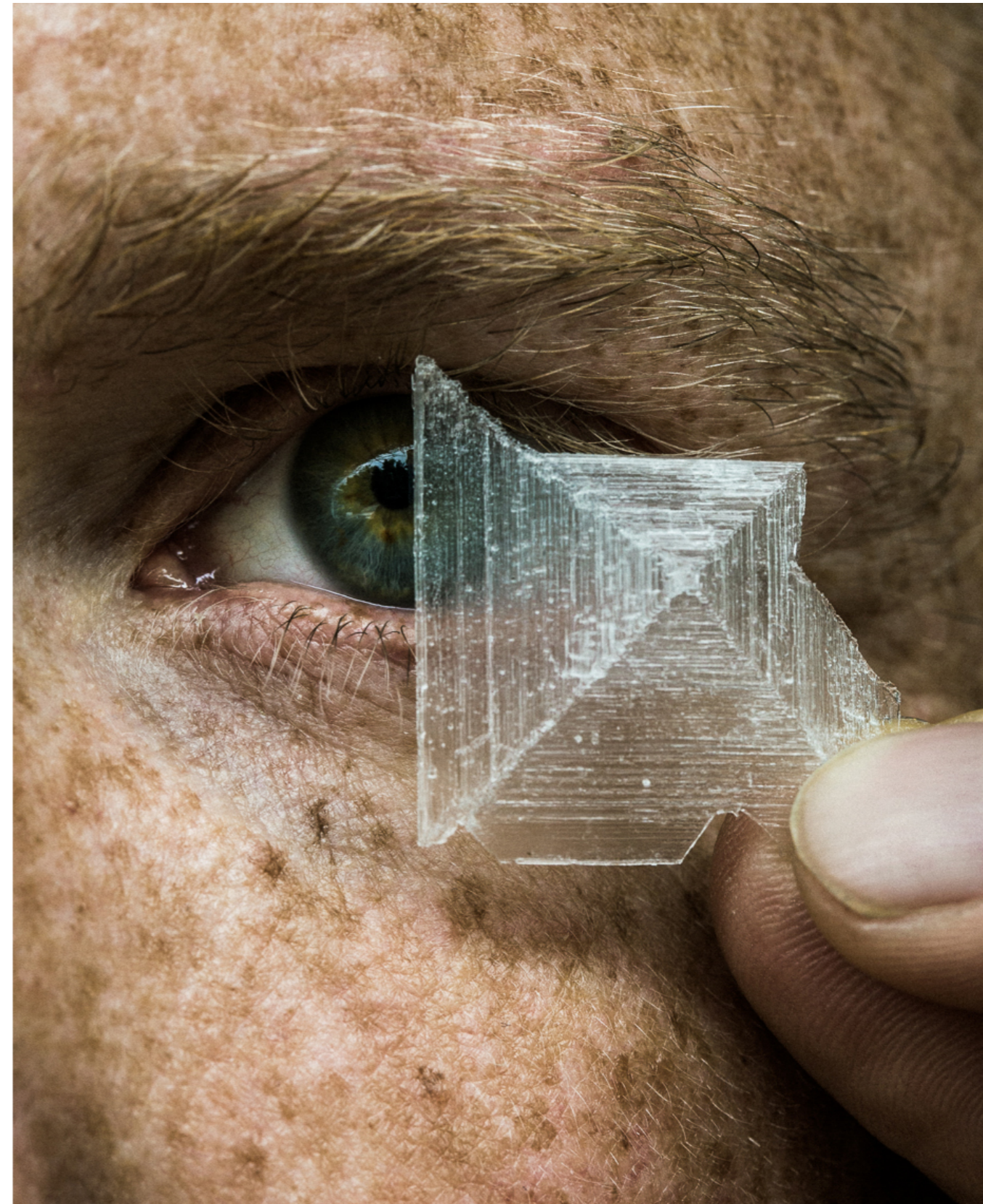


## Step 2

— Take us on an adventure.



**Find and follow your hometown heroes.**





— Takeaway: Show investors and potential investors what they can be if they come to your community.

# Step 3

— Never let a good crisis go to waste.



# Pittsburgh: A comeback story

A panoramic view of Pittsburgh at night, showing the city skyline with illuminated skyscrapers and bridges over the Allegheny River. The lights are reflected in the water, and the sky is a deep blue.

“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: Don't hide from conflict. Instead, show how your community has overcome the challenge and are better for it.

# Step 4

— Style over everything.

# Dollar Shave Club: Personality-driven.



# Step 4

— Takeaway: Be who you are.

# Step 5

— Teach your audience something that can benefit them.



**Educate your potential investors.**





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

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