
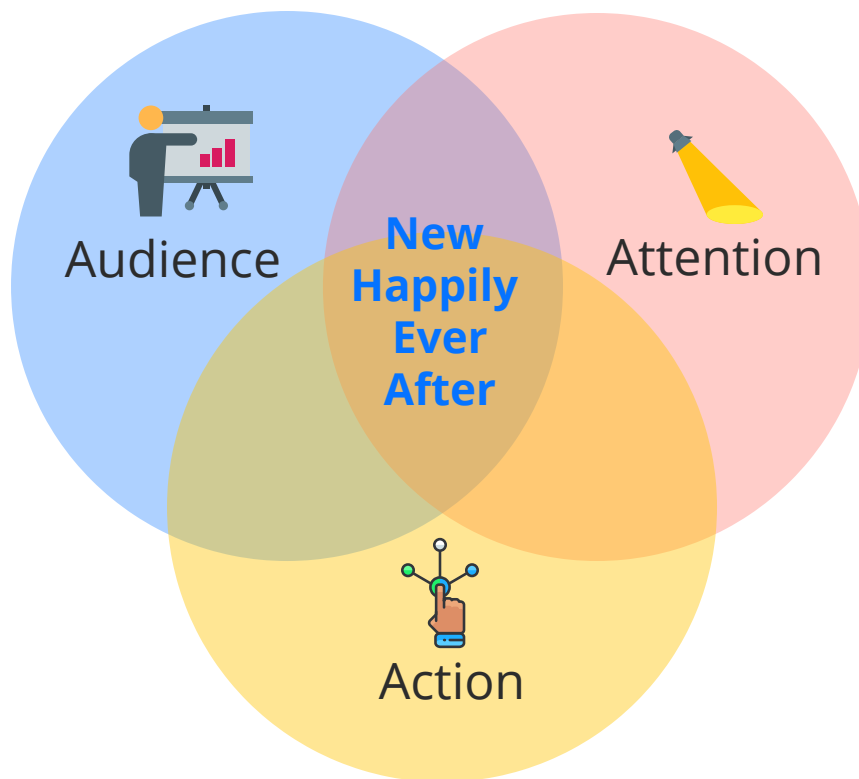


THE THREE ESSENTIAL ELEMENTS OF Business STORYTELLING



Business Storytelling is the art and science of making things matter and moving people to act.



(1) Put your audience first, (2) focus on earning their attention, and (3) convert that attention into the action you want. Doing these three things gives you the best chance possible for achieving the New Happily Ever After. The New Happily Ever After happens in business storytelling when your customer believes that because of your product, service, or purpose, today is better than yesterday and tomorrow will be better than today.