

The great story is... **YOURS!** - 1 day brand storytelling workshop.



“A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another.”

Seth Godin.

Who is this workshop for?

This workshop is for independents, auto entrepreneurs, or small SMEs.

Context

Composing the story of your personal brand is much like the story of a product or service’s brand – the goal is to reach your audience on an emotional level.

There are many ways for small businesses to develop their own way of storytelling.

- Describe the path you took to get to where you are today?
- What inspired you to fall into or choose your current career?
- What values do you hold close to you and the things you offer others?
- How is your product or service different than others?
- How can you set yourself apart and succeed in your industry?
- In a normal social setting outside of work, how do you respond to the question, “What do you do for a living?”

We also have to think about your audience(s) - If you could have a room full of handpicked customers, consumers, clients, audience members, who would they be?

Behind every personal brand are individuals with stories to tell. With social networking focusing on content and conversations, what better way to communicate than with unique stories which bring to life your brand, your products and your services. Whatever the story is, it needs to be told, but not as a "history" of the company, although that is important if the brand has a long heritage, but, moreover it needs to be marketing-led and personal brand-led, it needs to capture the imagination of the consumer, the user, the target audience, the potential stakeholder or sponsor. It needs to form an emotional connection. This is where Brand Stories can be very powerful.

Workshop Outline

This workshop is a mix of Creative writing, creative thinking and brand communication strategy.

We start firstly with the values of your brand. Then, we delve into the products or the services themselves. We also need to understand what your customers currently think about your product or service?

- What are they saying about you and your brand on social media?
- What are their wants and needs in your area of expertise?
- What role can your brand play in their lives?
- What are their feelings toward your competitors?

A great story is... memorable, connects people, builds loyalty, helps us relate to someone, makes us stand out and it starts here!

Day One Morning Session

Introductory Presentation

1 warm-up Speaking Exercise

1 Creative Writing Exercise.

Afternoon Session

1 Brand storytelling Exercise

1 visual brand storytelling Exercise

Summary and feedback of 1 day Workshop.

09.30h - 13.00h. Please bring a picnic lunch to share. **14.15h-17.30h.**



Créativité Consultants
Where Creativity comes from the heart.

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