



1) DESCRIPTION OF THE TOOL

Name of the tool : *Storytelling*

Storytelling is something that's often considered limited to content creators and writers. But, storytelling can be a powerful tool to convey a message, to buy your product, and to listen to your pitch through imagery, connection building, and evoking emotions.

Storytelling enables you to more easily connect with other people. Storytelling skills are especially critical in roles that involve marketing to an audience or business development.

A good story can convince, inform, or entertain the people you're trying to convince. You can use storytelling to persuade your boss to approve a new project during a presentation, create a brand identity for a firm, or assist customers in imagining how purchasing a product would enhance their lives.

Time: 120 minutes

2) OBJECTIVES OF THE TOOL

Here's 7 reasons why storytelling is important in business...

1. [Stories Engage Your Audience](#)
2. [Create a Human Connection](#)
3. [Stories Are More Memorable Than Numbers](#)
4. [Emotionally Connect People to Create Loyalty](#)
5. [Humanising a Business = Increased Profits](#)
6. [Storytelling Offers a Competitive Advantage](#)
7. [Create Compelling Marketing Campaigns](#)

3) CONNECTION OF THE TOOL WITH THE SKILL

Storytelling is obvious related to communication because can be a powerful tool to convey a message, to buy your product, and to listen to your pitch through imagery, connection building, and evoking emotions.

SKILL - COMMUNICATION

TOOL- STORYTELLING

4) RESOURCE MATERIALS

-a computer to write your storytelling and the target audience

5) HOW TO APPLY THE TOOL

Storytelling in Business: How To Draft a Captivating Story

You can use storytelling in business with the following steps:

1. Determine your audience

Determining who you are telling your story to is the first step of storytelling in business. In this, you also want to determine your purpose, or goal, of the story. Are you trying to sell a product? Do you want to introduce your brand to customers? If you're trying to sell a product or increase brand awareness, consider who is most likely to use your brand.

Find out who your audience is by doing market research. Who are your current customers? What customers do you want to reach? Create a customer persona to better understand your audience before writing your story. Determining your audience can also help you decide where to publish your story. Will you write it in the form of an email? Will you publish a video shared across media?

2. Fine-tune your message

Once you have your audience determined, consider what message you want to communicate to them. You might highlight a common problem among your customers or identify a moral you want to share. You can fine-tune your story by deciding things like, who's telling the story, what message you're trying to get across and what lasting impression you hope to leave with your readers. You also want to consider how you can use your message to connect with the reader's emotions. These details will create a baseline for your story.

3. Choose a hero

Every good story has a hero. This is the person or product that is presented to solve the problem. Present the hero in a way that allows the reader, your customer, to connect with them. Consider this person your connection between your customer and your brand. Create them in a way that reflects the lives, needs and most common problems of your customers. The goal is for your target customer to relate to this person.

Every story also has a conflict and a resolution. By putting your hero in a conflict that is common among your customers, you are in a better position to connect with them on a personal level.

4. Draft your story

Once you have established the details of your story, it is time to write it. You might create a rough

draft and then edit it until it is clear. You might also hire a copywriter to create your story in your brand's tone or voice.

Draft the resolution of the story around your product or service. This allows potential customers to visualize how your business products or services can help them. This step also includes creating a call-to-action. What specific action do you want readers to take when they have finished reading your story? Storytelling in business has the opportunity to convert more customers to take an action.

https://www.youtube.com/watch?v=EeBzcV_Ssg&t=15s

Tips you can use for better storytelling in business

You can use these tips to tell an effective, memorable story:

Keep it simple: Including too many details, or making your story longer than it needs to be, can lead your customers to lose interest.

Practice telling your story: The more you practice your story, the better you will become at telling it to others.

Be honest: Honesty and authenticity will help your story, and brand, better connect with your readers.

Add value: Choose details or parts of the story that add the most value to your reader's lives.

Make it entertaining: Entertaining stories have the ability to hold the reader's attention longer.

Make it universal: Stories that are universal are able to reach a wider audience base.

6) WHAT TO LEARN

Benefits of using storytelling in business

Storytelling in business can be a powerful marketing tool. There are many benefits to using storytelling in business, including:

Engage customers and employees: Stories engage customers on a deeper, personalized level. They can also help employees connect with a business and better understand their values and morals.

Create a memory: The longer that a person thinks of a product, or brand, the more likely they are to become a customer. Because stories resonate with people, they are more likely to create a memory.

Trigger emotions and feelings: Triggering emotions helps brands connect with customers. Emotions are more likely to encourage action.

Develop customer loyalty: Customers become loyal to businesses that they emotionally connect with. Because stories communicate ideas in a way that customers are used to listening then, they are more likely to encourage loyal customers.

SKILL - COMMUNICATION

TOOL- STORYTELLING

Gives businesses a competitive advantage: Storytelling gives businesses the opportunity to stand out against competitors by connecting with their audience. Stories allow them to leave lasting impressions.

Persuade customers to take action: The goal of most marketing projects is to get the customer to convert. Stories persuade customers to take action, like buying a product.



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