



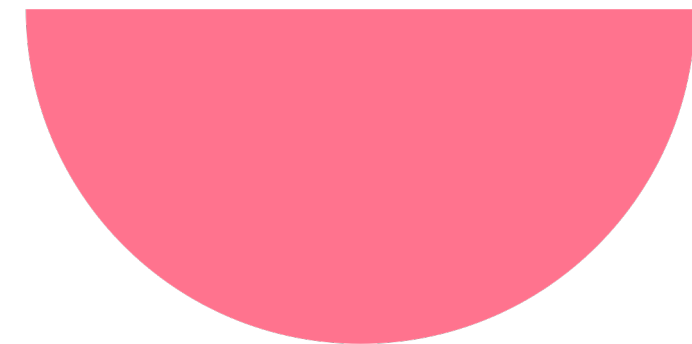
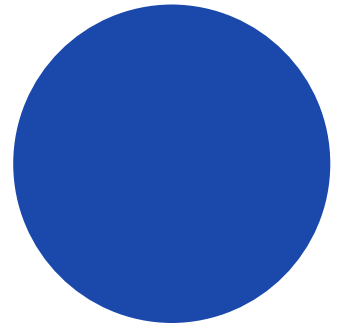
The Art & Science of
Storytelling





The Art & Science of

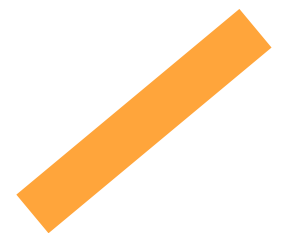
Communications



Hi, I'm Melody



- Coffee Connoisseur
- Zumba Aficionado
- Adventure Seeker
- Magic Maker
- Mom, Wife, Storyteller

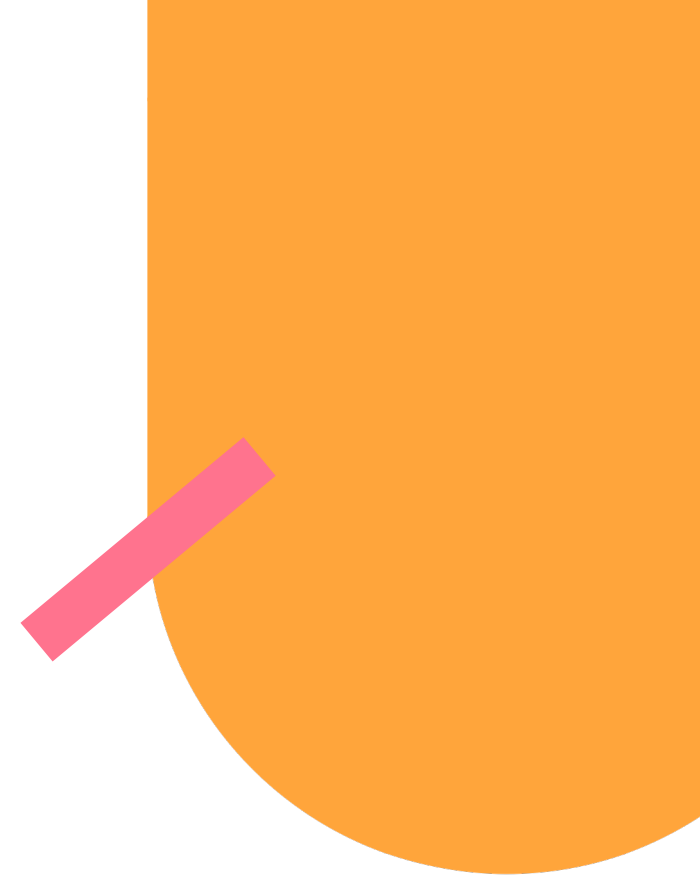
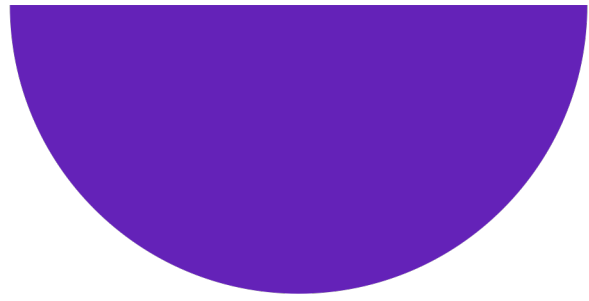


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My Background





“Marketing is no longer about
the stuff that you make, but
about the **stories** you tell.”

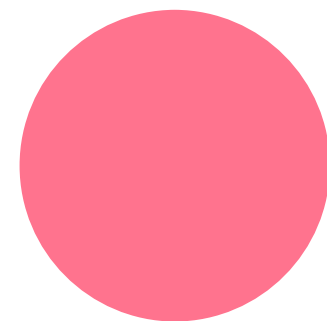
Seth Godin

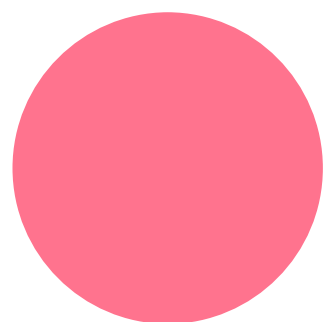




Think of **your**
favorite
song.

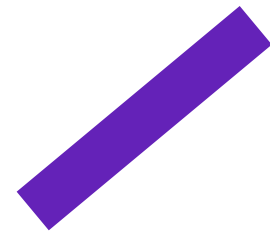
What makes it appealing?
Is it easy to remember?
Is it something you could easily
sing?
Why is it meaningful?





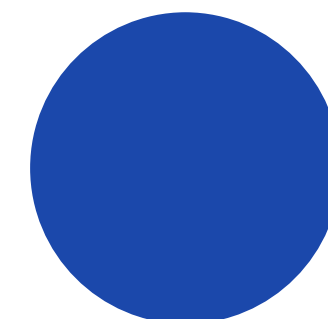
3 steps

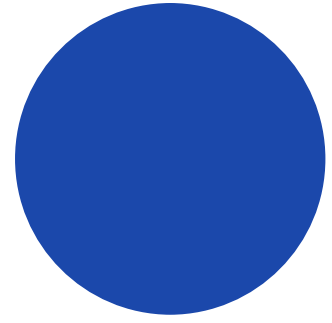




“Keep it **simple**, **singable** and
sincere.”

The Sherman Brothers





A good story is:


simple
repeatable
sincere



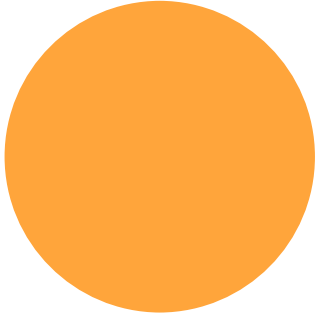




1

Keep it
simple and
ask ...




What is your message?
Is it getting lost in the clutter?
Is it easy to understand?
Will it lead to your goal?





"This book, which was a rather **thrilling** tale, told an adventurous story. It was a very engaging read, which brought to mind several thoughts that I will break down for you."





Instead, try this:






"I enjoyed reading this **thrilling** adventure. Let me tell you why."





**"[ORGANIZATION] launches new
ways to deliver joy to those in need
across the United States."**





Instead, try this:





**"Delivering Happiness:
[ORGANIZATION] finds new ways to
bring joy to families in need."**





2

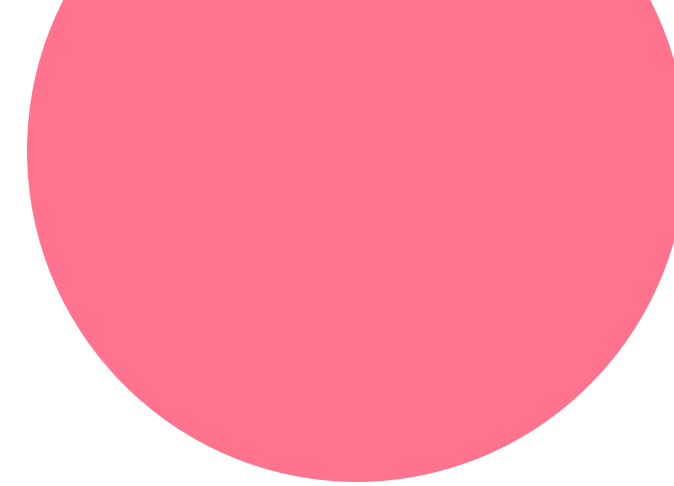
Keep it
sincere and
ask ...

Do you mean it?

Can you stand behind it?

Can you put action to it?





"We're **here** for you."





3

Make it
repeatable
and ask ...

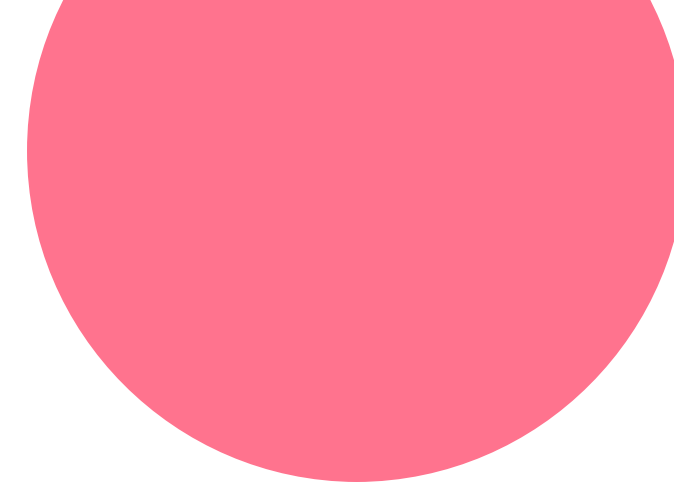
Is it easy to repeat?

Can they put it in their own words?

Is it catchy?

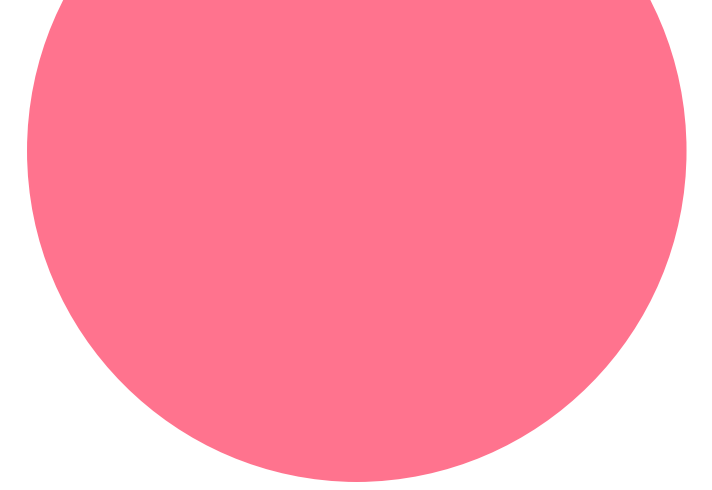
Will your audience want to share it?





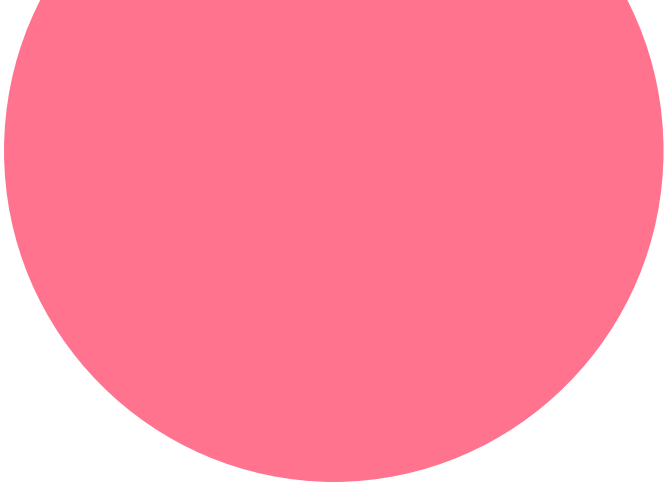

"Just do it."






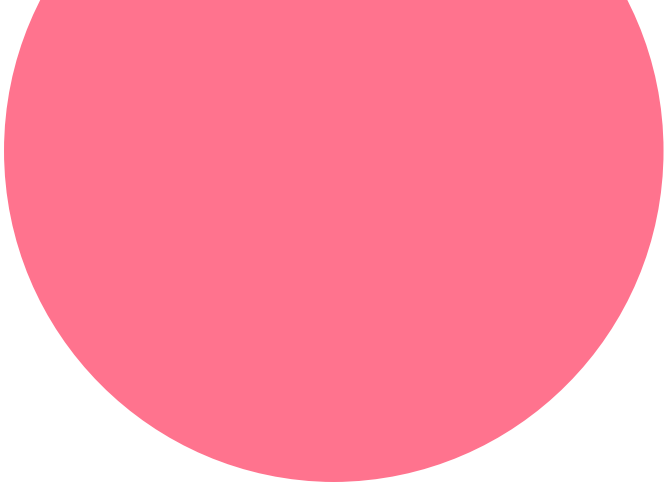

"Just do it." – Nike






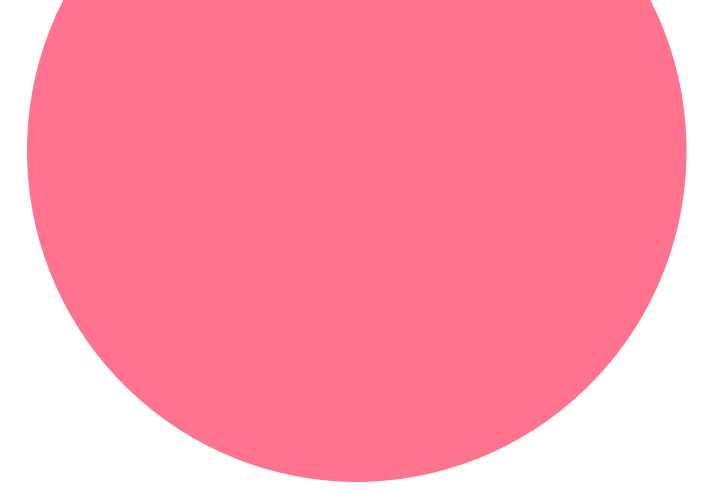
**"There are some things money
can't buy. For everything else,
there's ..."**





"There are some things money
can't buy. For everything else,
there's **MasterCard** ..."





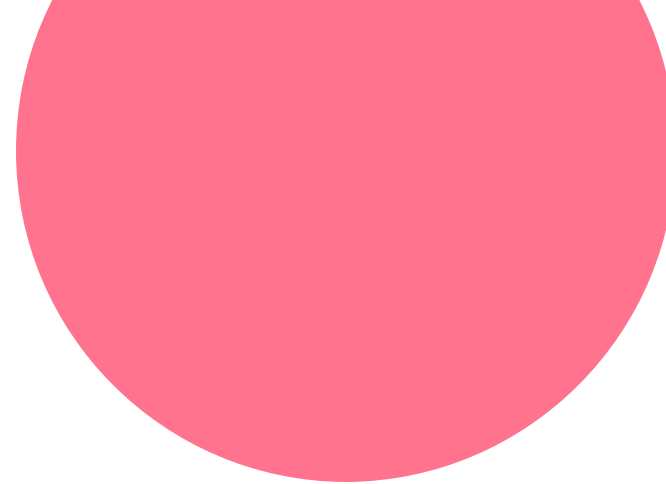
"You're in good hands with ..."





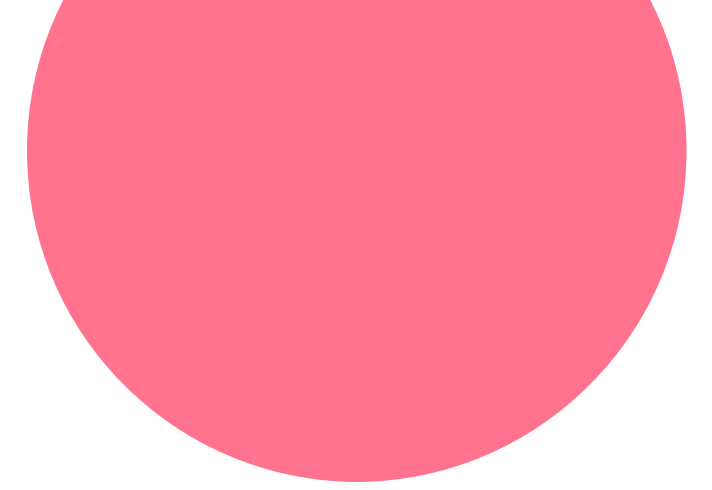
"You're in good hands with
Allstate."





"America runs on ..."



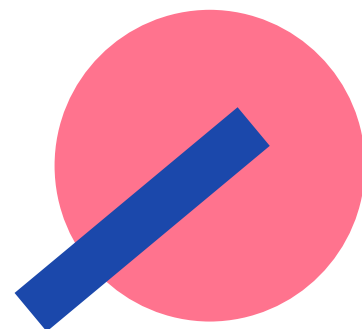


"America runs on **Dunkin.**"





**Think of your
favorite
campaign
or story.**

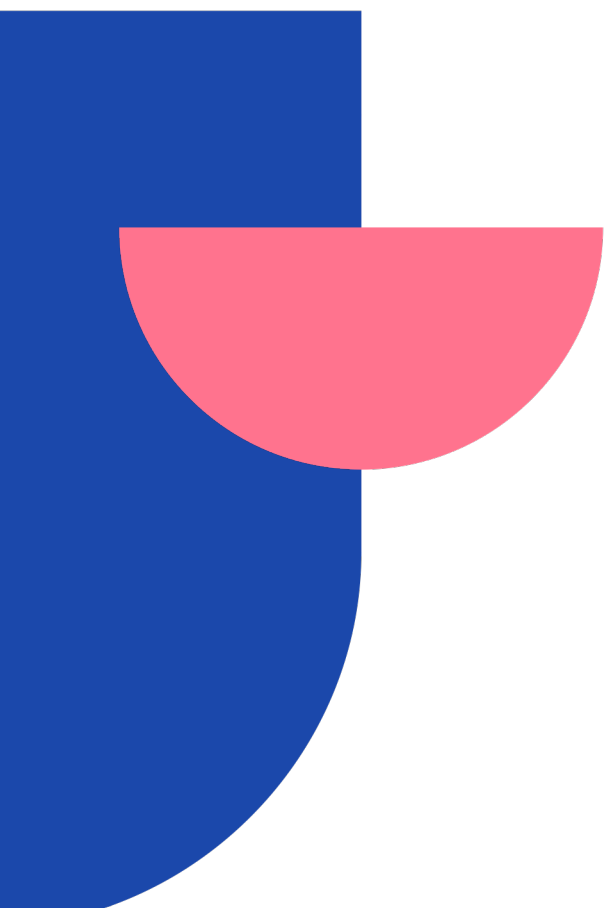


Why was it interesting?

Did you tell others about it?

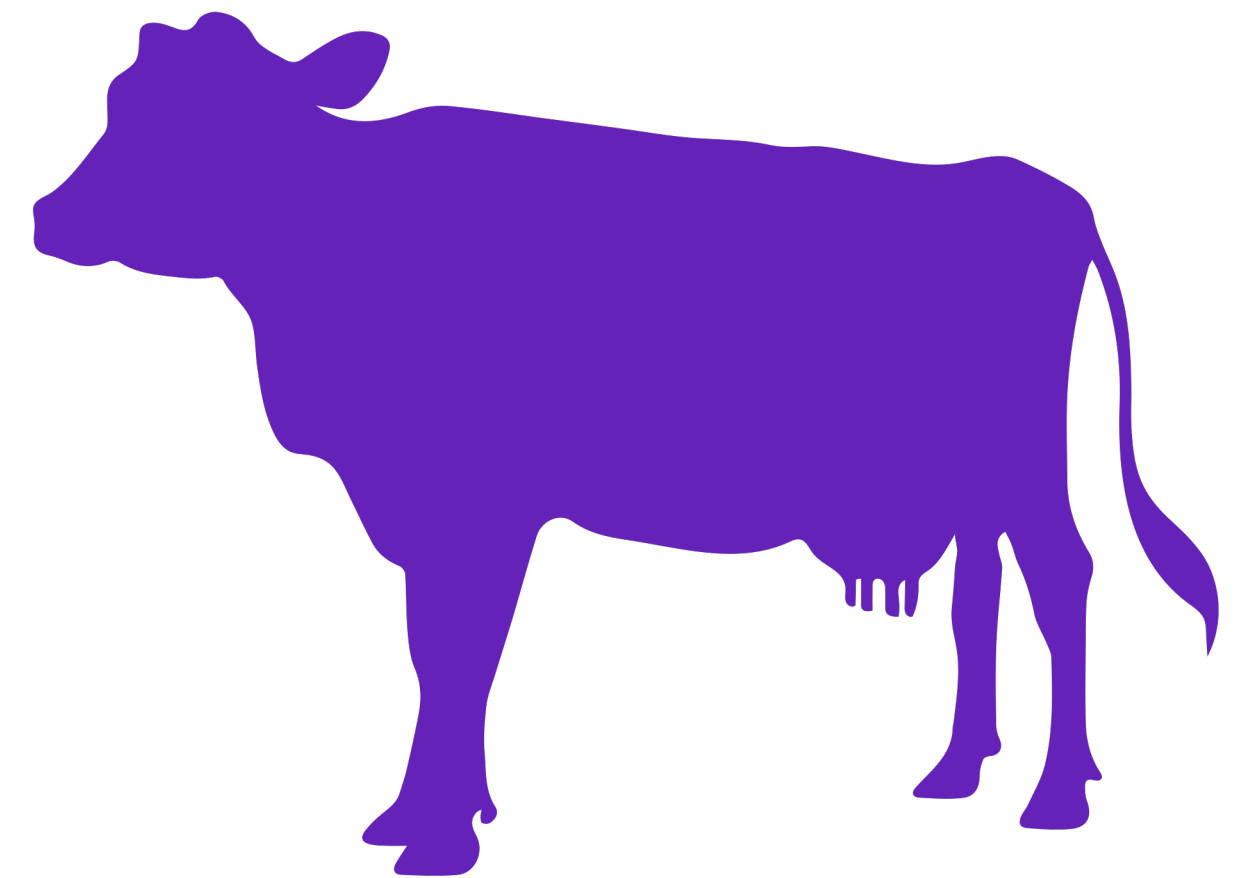
How did it make you feel?

Did it inspire you to take action?



Let's look at some examples

Think about how these were simple, repeatable and sincere stories that made an impact.





The triumphant potato return



Taco Bell announced the return of their beloved potatoes in a very Taco Bell way.





Humor: Challenging the status quo





The Bizarre Way Taco Bell Announced Good News For Fans Of Its Potatoes



BY SOPHIE PUTKA / JAN. 14, 2021 11:21 AM EST

There's just no way to be sad when someone on a Zoom (or Microsoft Office) video call uses the potato filter. It's just facts. For a brief moment, the drudgery of meeting agendas melts away, leaving a potato with space cut out for just the eyes and mouth to do the talking from their underground lair. So what better way for the CEO of Taco Bell to announce the return of the potato **to their menus** (YES, people) than with the potato filter on in full force?



Taco Bell is bringing back potatoes

By [Danielle Wiener-Bronner](#), CNN Business
Updated 10:26 AM EST, Thu January 14, 2021



FOOD & WINE

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NEWS

Rejoice! Taco Bell Is Bringing Back Potatoes

The fast-food chain has finally reversed its highly controversial decision to remove the spicy potato soft taco from its menu.

By [Jelisa Castrodale](#) | Published on January 14, 2021



CHRON.

FOOD

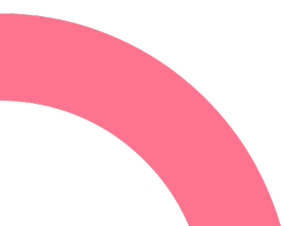
The nightmare is over. Taco Bell is bringing potatoes back to the menu

[Abigail Rosenthal](#)
Jan. 14, 2021 | Updated: Jan. 14, 2021 12:22 p.m.



yahoo!entertainment

Taco Bell has fans freaking out after announcing the return of a fan-favorite menu item: 'We finally did it'





Leaning in: An unexpected challenge



The fundraising campaign that turned into an internet sensation.





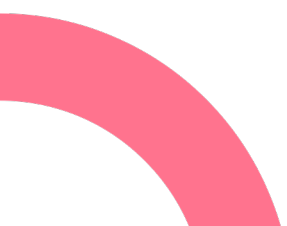
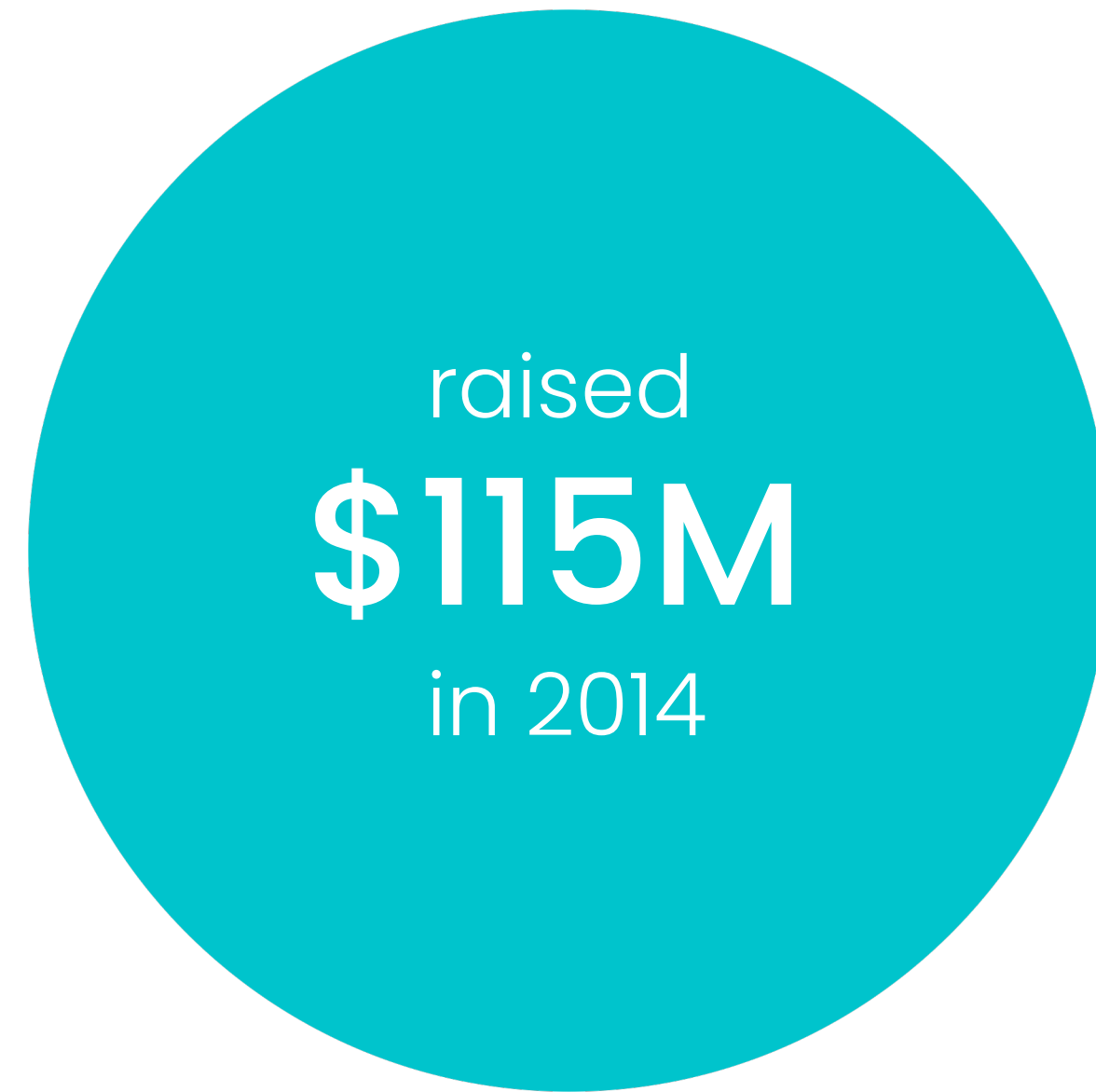
"I don't see how dumping a bucket of water on your head can cure a disease."

"Exposure like this is what the ALS community needs so we can even attempt to find a cure and reversal for people living with this insidious disease."





What was
the impact?





Emotion: What you do matters



The impact of Make-A-Wish: 70+ Children are diagnosed with critical illness every day.

**Every one of these kids
needs a *wish*.**



**Every one of these kids
needs a *wish*.**



What makes this video work?

It's emotional.

It's powerful.

It tells a simple story.

It has a call to action.



A good story isn't boring.

It makes you think. It makes
you act. It makes you share.
It evokes emotion. It informs
you. It makes you better.





Simplicity
Repeatability
Sincerity



That's a wrap!

