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What's Your Story?

Jay Busselle - FLEXpoint, Equipment Zone, PromoKitchen

There are 4 key reasons why working on **Repositioning** your business story, and brand narrative is worth your time and you should practice!

1. Consumer buying behavior has dramatically changed
2. It's a Competitive Advantage
3. Memorable and Shareable
4. Emotional Connections lead to TRUST; and trust leads to SALES!



EVERY STEP OF THE WAY™

It's **NOT** Too Late!

It's time for
Clarity!

It's time for
Alignment!

It's time for a
memorable
STORY!

To thrive in the current market, businesses need to prioritize customer-centric marketing over traditional company-centric approaches

REPOSITION!



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Here are some facts about buying behaviors:

1. Most people research you online before they buy from you.
2. 87% of consumers used Google to evaluate local businesses in 2022, up from 81% in 2021.*
3. 98% of consumers used the internet to find information about local businesses in 2022, up from 90% in 2019.*



*According to BrightLocal; Local Consumer Review Survey 2023.
www.brightlocal.com/research/local-consumer-review-survey/

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TOP 9 STORY ARCHETYPES



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1. **Hero's Journey:** A protagonist embarks on an adventure, faces challenges, undergoes transformation, and returns home with newfound wisdom or a valuable treasure.
2. **Overcoming the Monster:** A protagonist confronts and defeats a powerful antagonist or formidable obstacle, often symbolizing a personal or external threat.
3. **Rags to Riches:** A character starts in a lowly position, overcomes obstacles, and achieves success or a higher status.
4. **Voyage and Return:** A protagonist ventures into a strange or unfamiliar world, faces trials, and ultimately returns home transformed.
5. **Comedy:** A lighthearted narrative where characters find themselves in amusing and often absurd situations, leading to a resolution that typically involves reconciliation and happiness.
6. **Tragedy:** A story that depicts the downfall of a protagonist due to a character flaw or an unavoidable fate, resulting in a somber or catastrophic ending.
7. **Rebirth:** A character undergoes a significant personal change or redemption, often as a result of a transformative event or realization.
8. **Quest:** A protagonist embarks on a journey or mission to find a person, object, or knowledge, encountering challenges and ultimately achieving the goal.
9. **The Fall:** A story that explores the moral or psychological decline of a character or society, often portraying the consequences of their actions.



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Small businesses trying to describe their story may find the **"Rags to Riches"** narrative works exceptionally well. WHY?

1. Relatability
2. Underdog Appeal
3. Empathy & Authenticity
4. Inspirational



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Repositioning your pitch, your business story, your brand narrative, should be done **strategically**.

Consider your audience, the market trends, and the core **values** of your business.

Crafting a compelling brand story and effectively communicating it, creates confidence. It will **positively impact your sales** and create customer loyalty.



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The 5 steps to Reposition your Business Story

1. Conduct a Brand Audit
2. What are you known for, your reputations, your SPF factor
3. Understand what your buyers really want
4. Outline a compelling story - common narratives (Rags to Riches)
5. Consistently Communicate and Reinforce your Brand Story
6. Review Jay's exclusive Promo-mercial pattern



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#ditchthepitch

4 Building Blocks to help you craft your narrative

1. Who is hiring you? Mention a top 10 client
2. Include your BIGGEST value and describe how you're different
3. Mention 2-3 PAIN points existing customers struggle with
4. Describe the resolution, include 2-3 benefits. This is YOUR prescription and the ultimate outcome. Describe the feelings of emotions your clients felt (or will feel).



EVERY STEP OF THE WAY™

Jay's PROMO-mercial:

Branded Merch companies **hire me** to help them reposition their story and align their business branding, because most lack a memorable narrative*, say the same thing* (aka, boring!) or they don't know where to start*. I have 25+ years experience in promo & apparel and I will tell you if **"your story sucks!"** SO... I help promo peeps and apparel geeks find their **true why, feel confident sharing memorable stories that create meaningful relationships.**

**It's time to
do something
worth
remembering!**