



“What's Your Story?”
Reposition Your Brand & Watch Sales Soar
Jay Busselle - FLEXpoint

There are 4 key reasons why working on **Repositioning your pitch, 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!



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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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WHICH NARRATIVE DO I THINK WORKS BEST?



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For a small business looking to describe their story, the **"Rags to Riches"** narrative archetype can work exceptionally well.

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



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WHERE SHOULD I SHARE?



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There are a few places to share you brand story - but let's start here:

1. In person
2. Your website
3. LinkedIn (Hook with the headline - story in About)
4. All other social platforms
5. Summarized version in your email signature



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HOW TO REPOSITION



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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 will **positively impact your sales** performance and create long-term customer loyalty.



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Outdoor Voices is an activewear brand that stands out by promoting a balanced and inclusive approach to fitness and wellness. Their brand story centers around the concept of "Doing Things" and encourages people to embrace an active lifestyle at their own pace.



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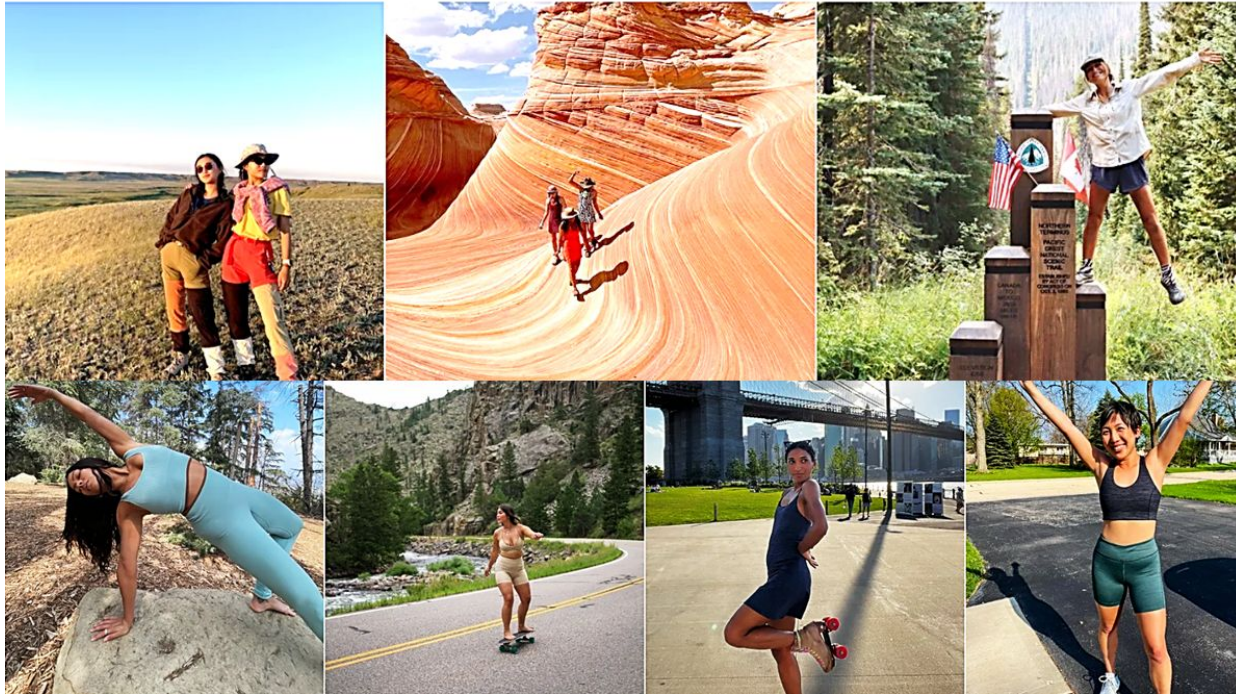
Doing fun things
Doing active things
Doing hard things
Doing boring things
Doing my favorite things
Doing new things
Doing hard things
Doing together things
Doing creative things
whatever it might be
today, keep doing things.



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Doing Things IRL



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 outdoorvoices The Dress Movement: Austin

Last week we shut down our South Congress shop for a disco dance class. Thanks to our community for showing up and showing out for our hometown stop. We had a blast movin' and groovin' with y'all! Up next:

- Philadelphia (7/6)
- San Francisco (7/15)

23h

 claremariefoster Where can I find this tee 🤔

23h 10 likes Reply

— View replies (2)

 youretheparty Haaaaay it's my big heart tassel earrings!! 🧡🧡

17h 1 like Reply

 kelseykreider Come to San Diego!!!! 🙏💙

4h Reply

 j_clan Make mens cloud knit robes plz ❤️

8h Reply

 reagan_goodwine i love OV!!!

18h 1 like Reply

 danielle.shesfun @eleanorlee @sarakopenec OKAY GIRLS!!!! ❤️

16h 1 like Reply

1,885 likes
23 HOURS AGO



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LET'S GET STARTED!



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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
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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I solve problems like this:

For people like:

Using Branded Merch!



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