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## **Spotlight Yourself: Telling Your Story & Sharing Your Narrative**

**Jay Busselle** - FLEXpoint, Equipment Zone, PromoKitchen

# Getting noticed by potential customers comes down to what you offer that no one else can: YOU!

1. The three W's and one H.
2. How to craft compelling marketing narratives
3. When to share your story vs. when your narrative is needed
4. Use the StoryBrand framework
5. Examples



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# It's NOT Too Late

It's time for  
**Alignment**

It's time for a  
memorable  
**Story**

It's time for a  
compelling  
**Narrative**



The image features a quote by Seth Godin. The quote is enclosed in a white speech bubble with a red border, set against a background of dry, tangled brush and twigs. The text is in a bold, sans-serif font, with the words "Marketing", "about the", and "stories you tell." highlighted in red, while the rest is white.

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

**Seth Godin**

**Who are you?**

**What do you do?**

**Why should I care?**





# 4 COMPELLING NARRATIVES

Here are four ways to share compelling marketing narratives

- Create an Emotional Connection
- Use a Relatable Protagonist (character or persona)
- Incorporate Conflict (the challenge) and Resolution
- Highlight a Transformation



# NOT TOO LATE TO LEARN!

## Dove's Real Beauty Campaign:

Featured “real women” with diverse body types, challenging traditional beauty standards. This created an **emotional connection by celebrating authenticity** and promoting self-esteem, resonating with many women who felt excluded by typical beauty ads.

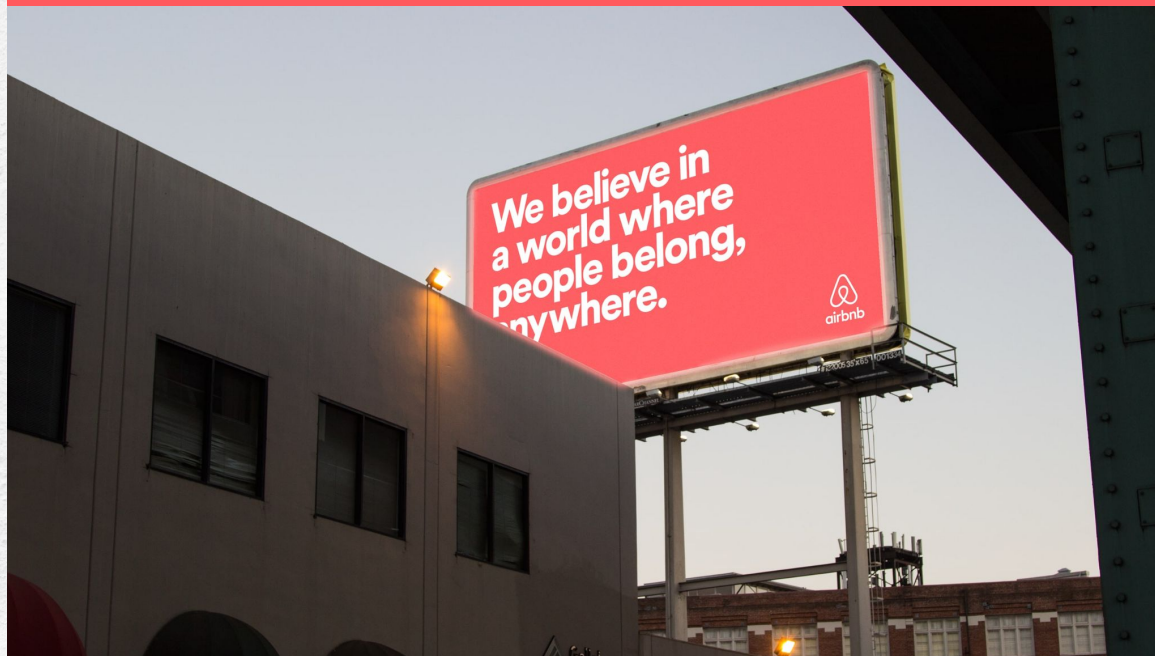
## Nike's "Find Your Greatness" Campaign:

Nike showcased ordinary individuals overcoming obstacles and achieving personal goals, emphasizing that greatness is attainable for everyone. This narrative resonated with **everyday athletes** and motivated them to pursue their own achievements.

## Airbnb's "Belong Anywhere" Campaign:

Airbnb shared stories of hosts and guests who **experienced unique, transformative** stays. By highlighting how their platform enabled travelers to feel at home, to feel safe and to “belong” anywhere in the world.

*Belong Anywhere*

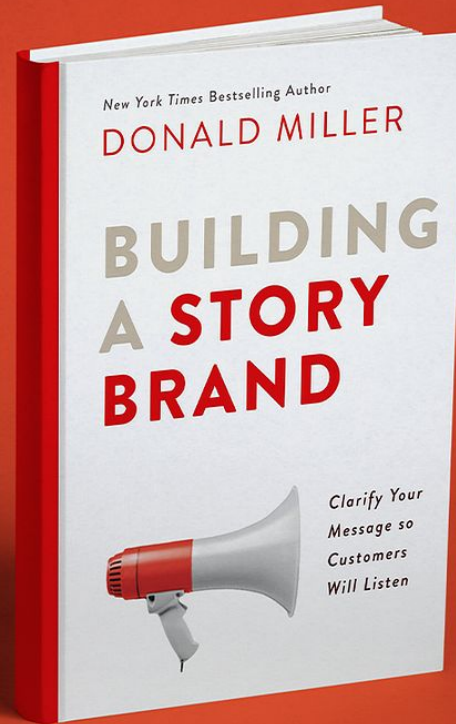




To thrive in the current market, businesses need to **prioritize**  
**customer-centric marketing** over traditional  
company-centric approaches.

# REPOSITION!

SERIOUSLY,  
YOU NEED TO  
READ THIS





# BUILDING A STORY BRAND

**Summary of Donald Miller's "Building a StoryBrand" framework for crafting a brand story**

- **Identify the Hero (Customer)**
- **Define the Problem**
- **Be the Guide**
- **Present a Plan**
- **Call to Action**



# STORY BRAND APPLICATION

**A clear and compelling brand story resonates with your customers and INVITES them to engage with your brand**

- Hero (Customer): A business owner or leader struggling to increase sales.
- Problem: They are overwhelmed by marketing - it shouldn't be this hard.
- Guide (You / Brand): Empathize & show a proven system to help sales.
- The Plan: (Solution) A 3-step marketing plan that includes assessing their needs, implementing strategies, and tracking results.
- Call to Action: "Schedule a free consultation" (direct) or "Download our free marketing tips guide" (transitional).

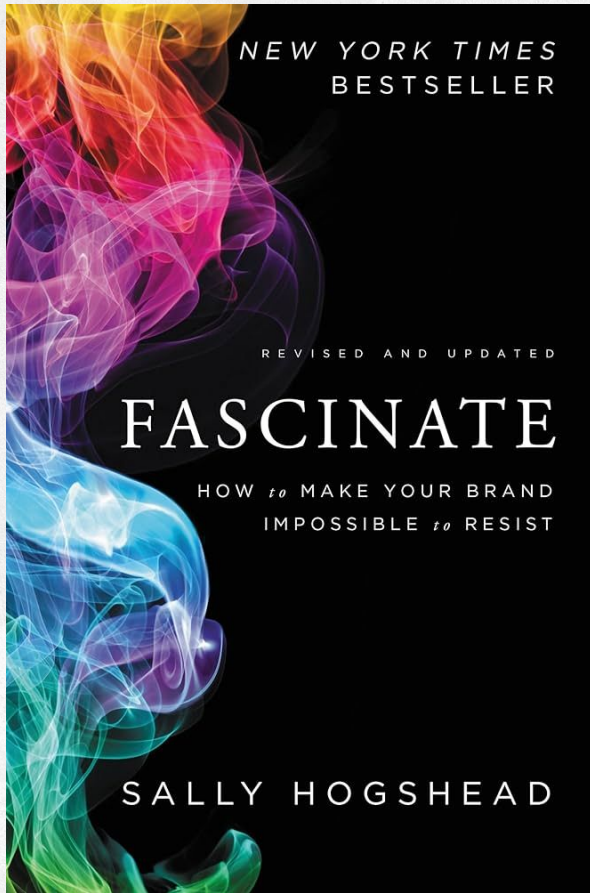
# There are a few places to share your brand story - but let's start here:

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



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**“ DIFFERENT IS  
BETTER  
THAN BETTER ”**

To become more fascinating  
you don't have to change who  
you are, you have to become  
more of who you are.





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# BRANDED MERCHANDISE FOR STRATEGIC THINKERS

Brand Fuel is a free-spirited, globally-recognized brand merchandising agency with a focus on creating meaningful connections and sustainability. We are a proud B Corporation.





**Brand Fuel is a branded merch agency for those willing to zig when others zag.**

**Because anything less is just another day at the office.**

**That's why we've built a company dead set on helping you create an eXperience.**

**Come be brave with us and make tomorrow nothing like today.**

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





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“Stop giving away cheap stress relievers in funny shapes with logos on them. **Start delivering experiences your prospects, customers and team will never forget.”**

**Brand Fuel**

It's the **ONLY** Surprising,  
Wondrous, Amazing,  
Giveaway **(SWAG)** Lottery  
Machine in existence!



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**It's NOT a Sales Pitch**

**Sharing Your System**

**Story, Formula, Recipe,  
Template, Pattern**



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## 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).



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# Break it Down - GET SPECIFIC

## Fill in the Blanks:

These types of clients **hire** me \_\_\_\_\_ to deliver this type of solution \_\_\_\_\_

I'm rare / **different** because \_\_\_\_\_ &/OR my business stands for \_\_\_\_\_

**Because** most (struggle #1) AND (challenge #2) AND (problem #3)

**SO, I help** (solution #1) AND (outcome #2) AND (feeling #3)

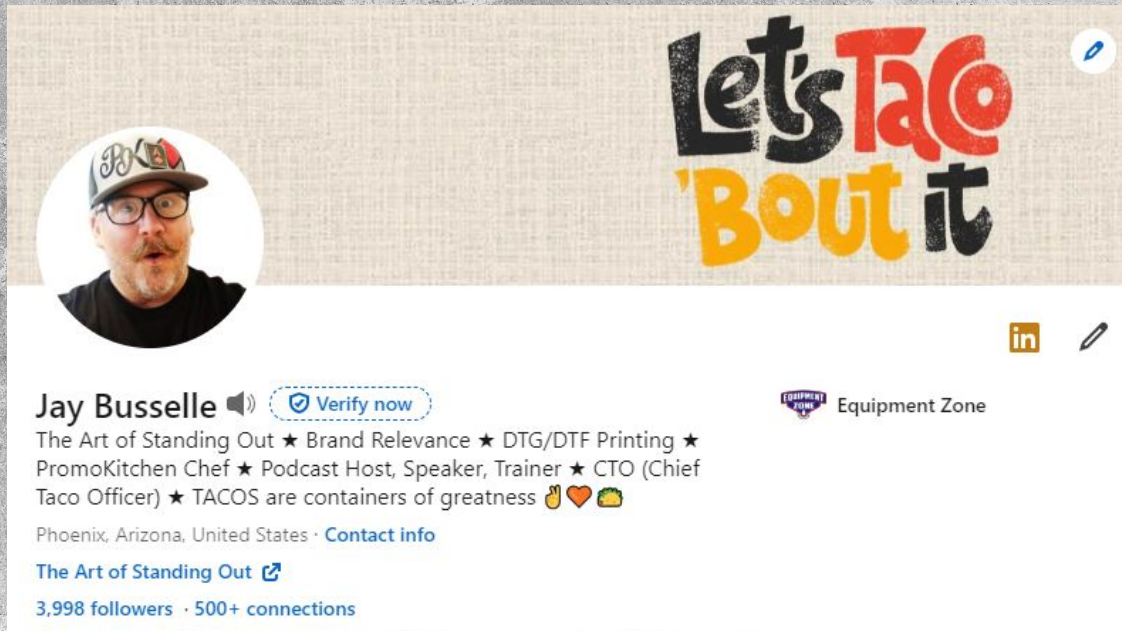
**Your Story - 3Ws**

**7 Step Framework**


**Narrative - How**








The image shows a LinkedIn profile for Jay Busselle. The profile picture is a circular headshot of a man with a mustache, glasses, and a baseball cap. The background banner features the text "Let's Taco 'Bout it" in a stylized font. The profile name is "Jay Busselle" with a "Verify now" button. The bio lists various roles and interests, including "The Art of Standing Out", "Brand Relevance", "DTG/DTF Printing", "PromoKitchen Chef", "Podcast Host, Speaker, Trainer", and "CTO (Chief Taco Officer)". It also includes a location "Phoenix, Arizona, United States" and a link to "The Art of Standing Out". The profile has 3,998 followers and 500+ connections. A badge for "Equipment Zone" is visible on the right side of the profile.


**Jay Busselle**  [Verify now](#)

The Art of Standing Out ★ Brand Relevance ★ DTG/DTF Printing ★  
PromoKitchen Chef ★ Podcast Host, Speaker, Trainer ★ CTO (Chief  
Taco Officer) ★ TACOS are containers of greatness 🍷❤️🌮

Phoenix, Arizona, United States · [Contact info](#)

[The Art of Standing Out](#) 

3,998 followers · 500+ connections

 Equipment Zone

Marketing is based on **TRUST**. Not tricks!

Please follow me on LinkedIn.  
email me at: [jay@goflexpoint.com](mailto:jay@goflexpoint.com)