

5 Storytelling Tactics That Will Help Sell Your Brand

When we think of storytelling, we tend to think of children and fairytales, but did you know that Apple founder, Steve Jobs, actually used storytelling to introduce the first iPhone in 2007?

Put simply, when it comes to business, people remember how you make them feel, not the information you give them, that's why it's important you work on your storytelling tactics to get the most out of your brand.

Every business has a story...you know your company story better than anyone, but you need to be able to communicate it to others.

Here's an example. You set out on your business journey. You encountered a problem, an issue, a bump in the road. Did you give up? Did you let it beat you?

Obviously not. So, how *did* you find a solution to your problem? Could this be your story?

Using stories and background like this can help your audience connect with you.

No matter what your story is, here are 5 things you need to keep in mind as you develop it:

1. Always be authentic

It's tempting to gloss over the mistakes you made on your road to success, but people can see through this tactic very easily. A flawless entity that has never made any mistakes simply doesn't exist. Even Richard Branson, one of the world's most successful businessmen, experienced failure and commercial disaster at the beginning.

When you're telling your story, make sure you remain both positive and authentic. After all, the best stories are those that audiences can relate to...you're the central character of your story, so if you want people to relate to you, keep it real.

2. Understand your audience

Your audience is the people who are likely to interact with your brand and who are likely to purchase your product, so take time to consider the type of information that they want and need.

If you're going to sell your brand to them through storytelling, then you need as much information about them as possible so that you can pitch your story just right.

3. Know yourself

Before you begin to tell your story, make sure you know it inside out. You cannot tell what you don't know. Your story has to be seamless and consistent.

Before you begin to tell your story, ask yourself some critical questions.

- Who are you?
- What inspired you to set out on this journey?
- What drives you to continue even in difficult times?

Think of as many questions as possible and cover all areas.

4. Choose a suitable format for your story

As with other aspects of storytelling, you need to consider various formats for your storytelling. You don't just put your story out in one go, think about drip-feeding your story on various media platforms.

If, for example, your brand is a creative one, then your story won't be text alone. It will need to be accompanied by images that sell both your story and your brand. When you're planning your storytelling, consider the most popular formats, such as infographics, articles, ebooks and videos that can be posted across various platforms.

5. Keep things moving

Remember your story should never be the final version. Your customers need to know that you're still on a journey; that you're still willing to grow and to learn.

Each time you tell your story, add to it. Show how you're a better version of you than you were last time they heard you. That you've learnt more on your journey. That your business continues to evolve.

Customers will appreciate this and will be happy to join you on that journey.