



5 Essential Tips For Business Storytelling

Based on Article by **Mike Kappel**
that appeared in the FORBES.



1

Set The Parameters

Parameters will help you develop an engaging story that makes sense to your audience.



2

Be Authentic



*Authentic storytelling
is key to gaining
consumer trust.*



3

Have a Clear Outcome

Provide a hopeful, thought-provoking message with actionable points that compel your audience to connect with your brand.



4

Be Consistent

Make sure your brand is consistent across all communication channels. Use the same colors, logo, and slogan for digital and print marketing materials.



5

Get Customers Involved

*This creates an
immediate response that
makes your story
memorable and
shareable.*



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