PROPOLIS TRAINING

FROM B2B MARKETING

B2B Storytelling Course Taster Pack

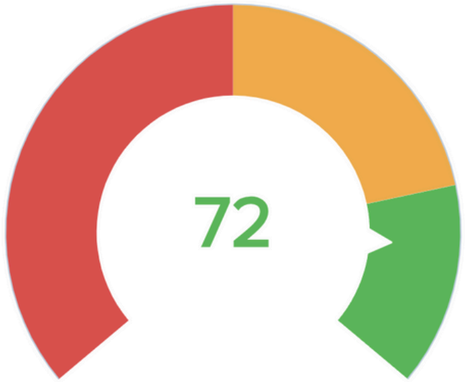


Meet the trainer

Joshua Morse is a strategic marketing consultant with a delightfully diverse mix of clients taking him from pizza to precision robotics on a weekly basis.

He also works in the marine and yachting industries, helping businesses from other sectors access B2B opportunities through intelligent market entry strategies and powerful stories.

Average trainer score:





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Josh taught how to achieve great storytelling through my campaigns, and delivered actionable models to use myself.

I absolutely recommend this course! A clearly defined agenda and tonnes of relevant B2B storytelling examples.

The course was insightful and offered a lot of tools and techniques for improving storytelling within B2B.

Joshua is very well versed on this topic and explained his concepts clearly.

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Course agenda

1. STORYTELLING FRAMEWORK
2. STORYTELLING CAMPAIGN
3. CONTENT STRATEGY
4. VISUAL STORIES
5. DATA STORIES
6. CONTENT PRODUCTION

Storytelling Framework

"Probably the most powerful form of communication we have at our disposal is storytelling. It has been incorporated by virtually every civilization into their culture. It is the simplest, most memorable device we have for ***engaging****,* ***learning****,* ***entertaining*** *and* ***persuading****."*

John Hegarty



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Simple Stories

Behind every brand, product, and idea is a story. We simply need to apply the right methodology to find it, and then tell that story in a way that matters to our target audience. So, what simple stories can we tell?



Storytelling Framework

What stories will you tell?

CUSTOMER STORY

When people see you've helped other people like them, they relate and see a reason to buy.

VISION STORY

What role can you play in a better future and how can you visualise that for your customer?

RISK STORY

Show how you help people mitigate risk or take calculated risks when they need to.

LEADERSHIP STORY

Let people understand how you have leaders at all levels of your business.

WHY STORY

Tell people why you do things and inspire them to do business with you.

FOUNDER STORY

Stories about founders and inventors tell what caused an idea to spark to life.

TECH STORY

Show how your technology changes lives and share the story of how you made it happen.

DATA STORY

Help people visualise what your data means in human terms.

3 STEP STORY CREATION FRAMEWORK

1

SUBSTANCE

Find your basic facts and make your plan for who you're talking to, and how you want to make them feel.

2

SPARKLE

Plan which simple magic tricks you'll use to get people on the hook and keep them there.

3

STRUCTURE

It's time to write, take the substance of your story, throw in some sparkle and structure it all together in 3 acts.

Storytelling Framework

KNOW YOUR AUDIENCE



EXCLUSIVITY

Write exclusively for the one customer who matters to you most. Remember it's okay to politely exclude people who are not your target.



PROFILING

Use customer personas and other data to identify who your audience are, what they need, and how they like to buy things.



WORLDVIEW

Worldviews are ways of thinking people relate to, like: 'in technology we trust'.

Find a worldview you and your audience share.



FRAMING

Frames are words and images which resonate with worldviews. Think how you can frame your story to fit your audience's worldview.

PLAN YOUR EMOTIONAL OUTCOME



Sadness, happiness, fear, anger, surprise and disgust.

These are our six basic human emotions.

Plan the emotional outcome you want from your story.

Storytelling Framework

SIMPLE WAYS TO MAKE IT SPARKLE



BANG

Start with a bang. Stories don’t have to be chronological, find the point of greatest conflict and loop back from there.



CONFLICT

Create conflict in the audience's mind. Ask powerful questions. Have them wonder at how things will be solved.



EMOTION

Consider how you want your audience to feel and take them on an emotional rollercoaster of ups and downs.



FEAR

There must be an element of fear for any story to work. Build in jeopardy and suspense so people care.

GOOD CONTENT SHOULD BE...

APPROPRIATE

Meets the customer's needs and fits your brand and strategy.

USEFUL

Delivers on its planned purpose. Not just content for content's sake.

FOCUSED

Customer focused content which is centred around the campaign story's hero.

CLEAR

Aimed at the right level of customer knowledge. We are their guide.

CONSISTENT

Apply your style and tone of voice in every piece of content so they feel consistent.

CONCISE

Don't give detail that's not needed, respect people's precious time.

SUPPORTED

There must be an ongoing, regularly updated programme of activity.

Interested in booking?

Our B2B Storytelling course will teach you how to craft compelling narratives that resonate and relate to your audience to drive business results. Joshua Morse how to tap into emotions, build trust, and create a memorable brand image through modern storytelling techniques.

Get in touch to book or learn more.

For Propolis members

£699

Plus VAT

For non-members

£799

Plus VAT

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