
STORY MARKETING CHECKLIST

How stories are key to differentiation in today's competitive marketplace

Stories are the absolute best way to market your food company, your own individual secret weapon. They fulfill a very human need for connection, and connection is part of having people know, like, and trust you. For a business relationship, that's crucial!

People like stories; they don't like being sold to. If you want to use your marketing powers for good instead of evil, tell a good story. Make your audience feel good. Create stories that build trust and empathy and motivate a prospect to say, "Sounds good, where do I sign up?" Start here...

1. BEFORE YOUR START: BE CLEAR ON YOUR KEY MESSAGE

- ☐ Define your own target market – who is your audience for this story?
- ☐ What makes you different from – and better than - your competition? **(More important than ever!)**
- ☐ Does your story illustrate one of your key marketing messages?

2. TELLING YOUR STORY – MAKE IT MEMORABLE

- ☐ Each story needs a beginning, middle, and end. The beginning sets the stage and introduces the character(s). The middle shares the problem and the challenges/obstacles that your main character must overcome to reach a satisfying conclusion at the end.
- ☐ Tell the truth. There is no honor in constructing a story just to make a sale. Example: *I was on the beach but had to come in to share this breakthrough with you...* Now, that's not to say that you can't use a made-up character to illustrate your story, but the underlying message must ring true - and be true.
- ☐ A well-told story will change the way the reader feels about something or spark a new emotion. Is there something in the story that makes us care, touches an emotion – that's the key to being memorable.
- ☐ **POWER STORYTELLER TIP:** Sometimes the power of a story lies in what is not said. See if you can find the opportunity to let your readers fill in the gaps and co-create with you.

3. SHARING YOUR STORY ON SOCIAL MEDIA

- ☐ Although social media and story marketing are well-suited to each other, social media should NOT be your entire marketing plan. Your stories can also be effective in web copy, email campaigns, sales letters, blog posts, white papers, and case studies!
- ☐ Pick the platform that is best suited to the story you want to tell. Each social channel has its own strengths – use them!
- ☐ At the same time, look for different ways to tell the same story on different channels. Can you use a single image to represent your story on Instagram while you use 140 characters to represent it in Twitter, and write a short intro for FB?
- ☐ **POWER STORYTELLER TIP:** For food stories, tag others who are part of the story – the chef, the farmer, the producer, the supplier, a happy customer!

The more of these boxes you can check off, the stronger your story marketing will be. Use the power of storytelling to forget a strong personal connection with your audience!

Your business is food. Mine is words. Together, we can tell great stories to grow your business. [Here's how...](#)