



Superagency:

Creating and Telling
Your Backstory



Ray Mitchell
WordCamp Birmingham 2019



BROKEN PENCIL?

- Download Presentation Slides and Storytelling resources at madeforyoumedia.com/hero





ONCE UPON A TIME...



BECOMING A SUPERAGENCY

- What is a Myth
- What is Storytelling
- Benefit of Storytelling
- Storytelling Patterns
- Building Your Story



WHAT IS A MYTH?

The Cambridge Dictionary says...

a traditional story, esp. one which explains the early history or a cultural belief or practice of a group of people, or explains a natural event



WHAT IS A MYTH?

Merriam Webster Online says...

³a person or thing having only an imaginary or unverifiable existence



WHAT IS A MYTH?

The Undeniable Source of All Truth, Wikipedia says...

Myth is a folklore genre consisting of narratives or stories that play a fundamental role in a society, such as foundational tales or origin myths. The main characters in myths are usually gods, demigods or supernatural humans.



BENEFITS OF STORYTELLING

- Stories are a powerful tool in both life and business
 - Since we were primitives, we told stories around the fire.
 - We use stories to teach our children – Grimm’s Fairy Tales.
 - We bond around stories, and we imagine ourselves as part of the story. We imagine ourselves as heroes.



WHY THIS IS IMPORTANT FOR YOUR AGENCY

- Storytelling is an opportunity for you to engage your prospect, in an emotional way, that allows you to paint you or your business as the hero that can change their life or their business.
- It allows you to position your company and show your expertise in an authentic way that creates trust.

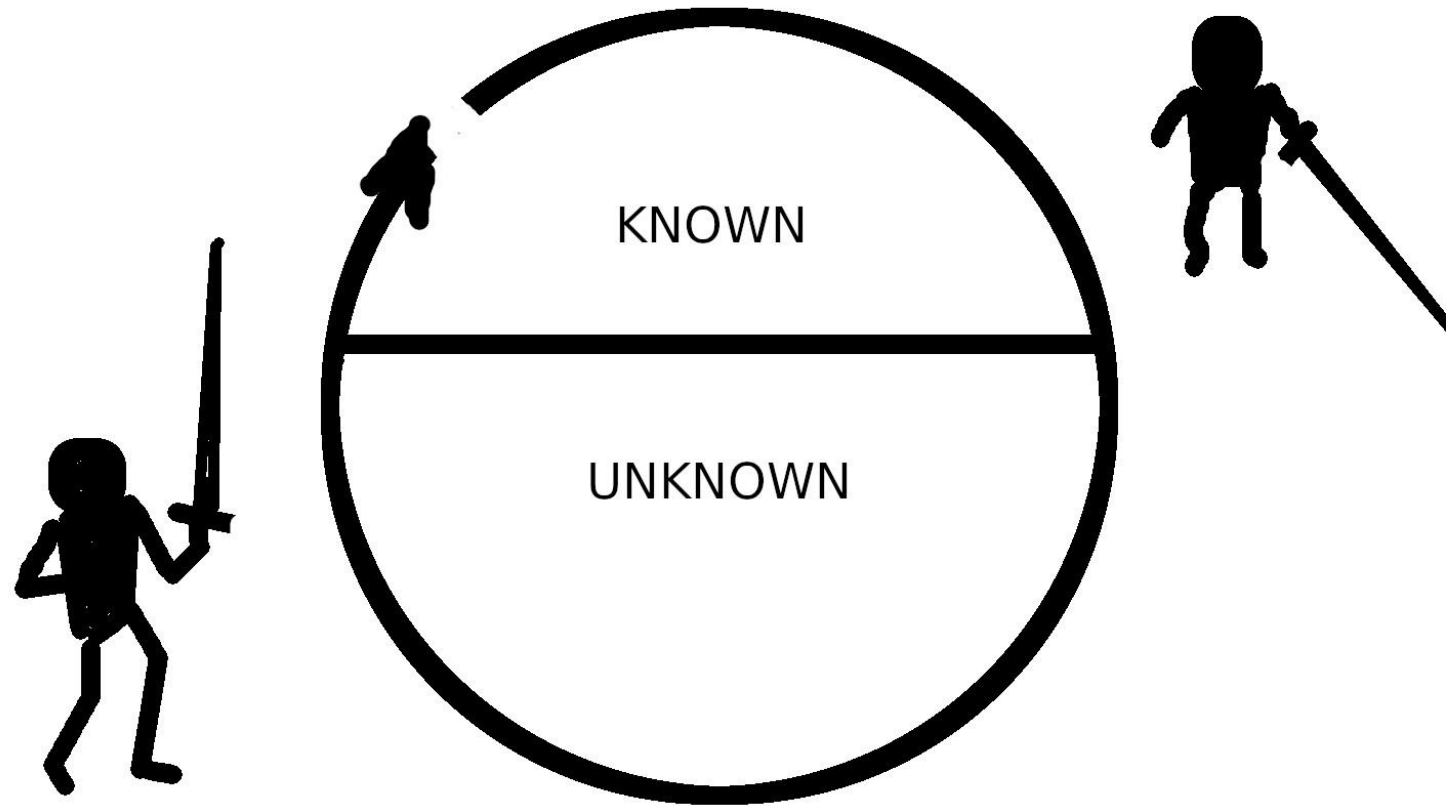


HOW STORIES ARE TOLD

- Common Storytelling Formats
 - Monomyth
 - S.T.A.R. Method
 - Three Act Story
 - and many more

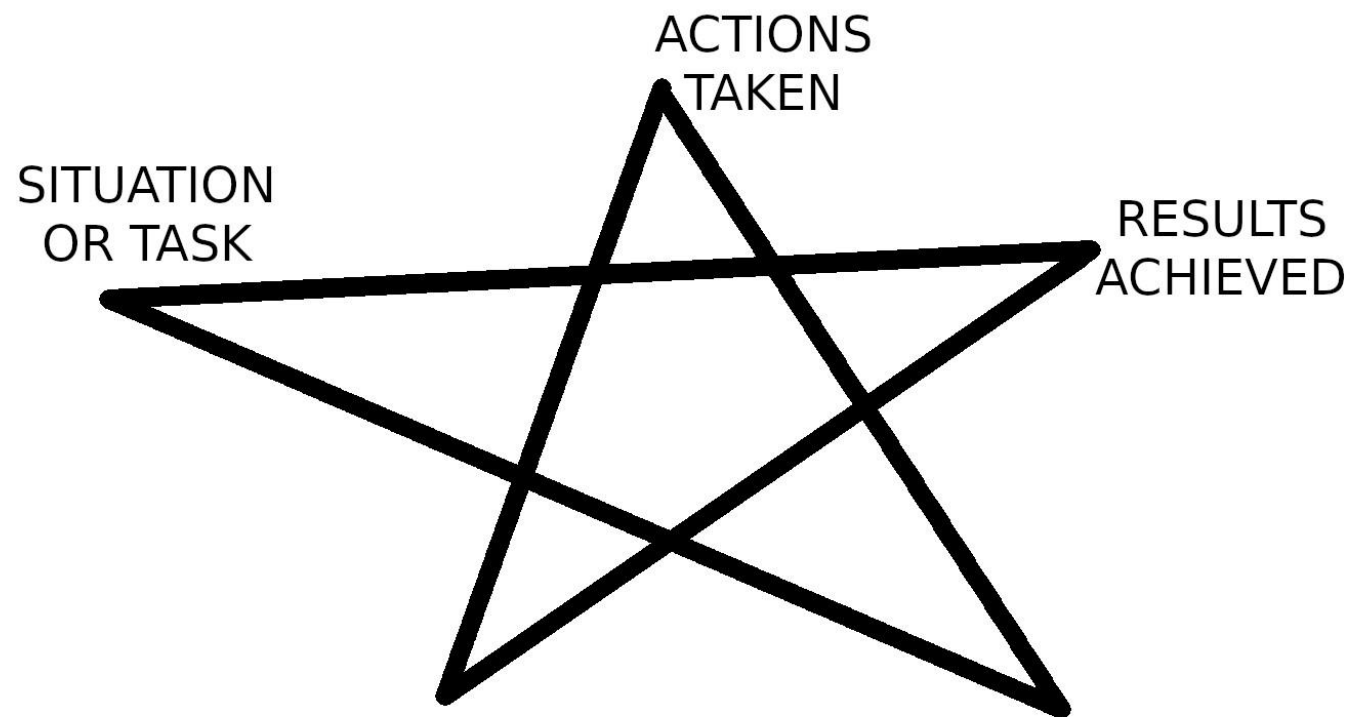


MONOMYTH



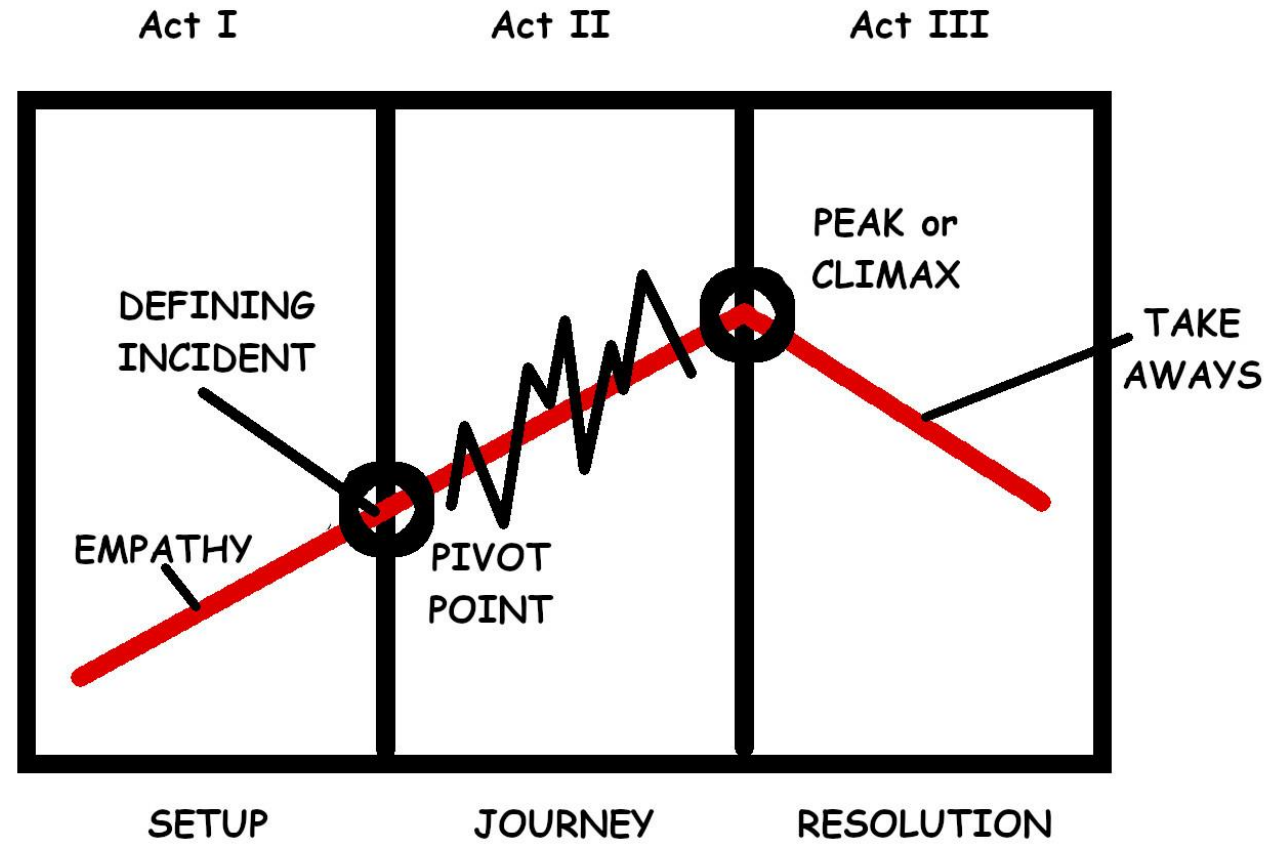


S.T.A.R METHOD





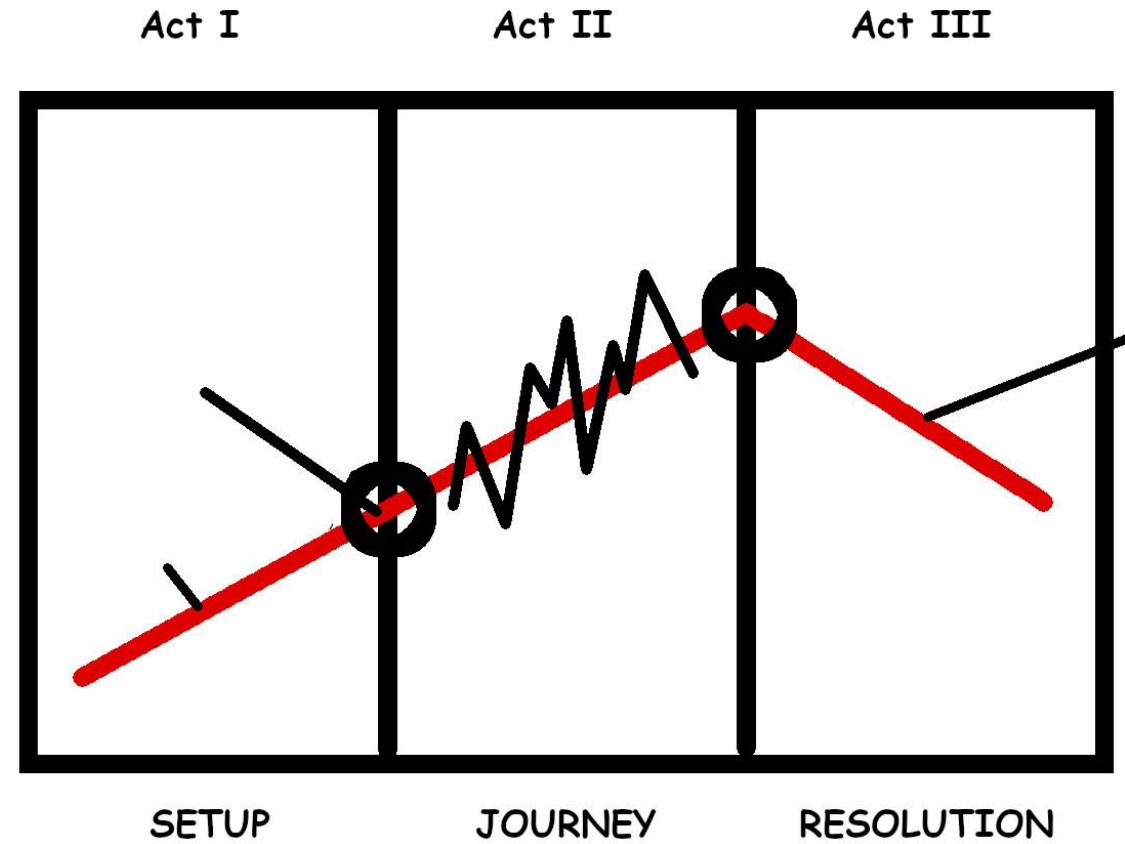
THREE ACT STORY





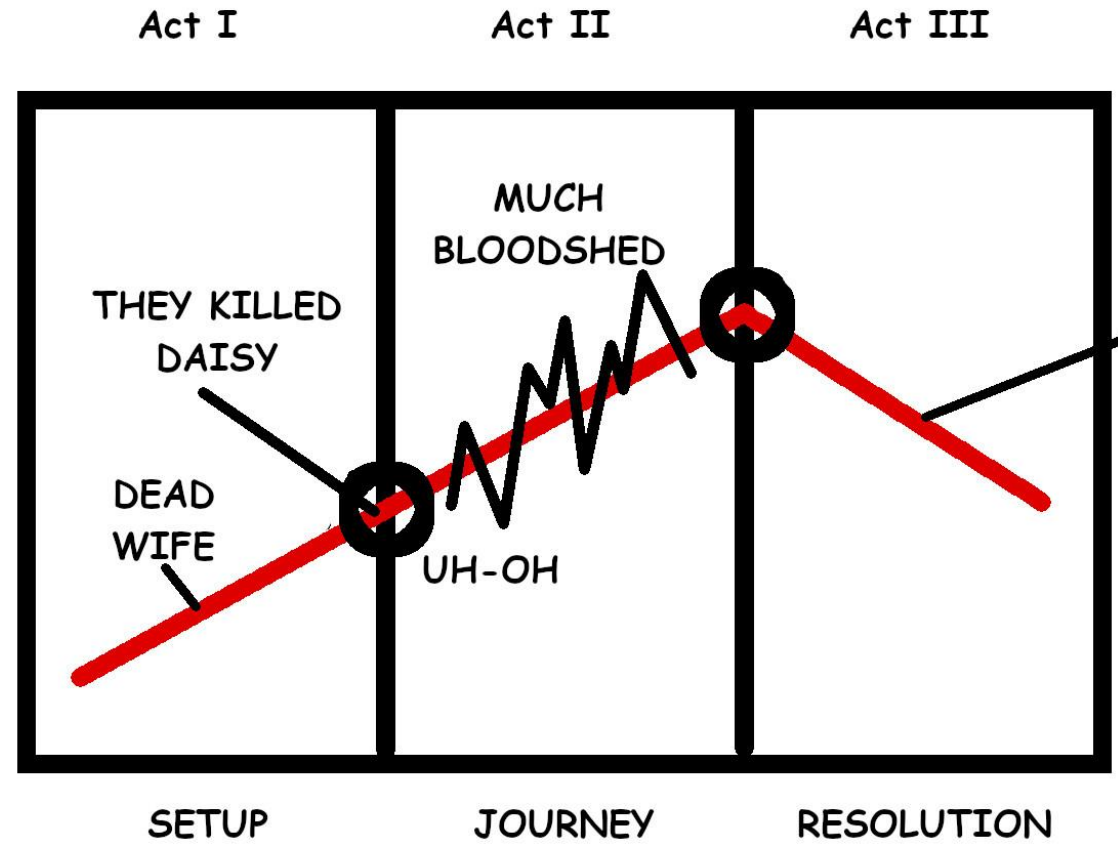


JOHN WICK'S STORY



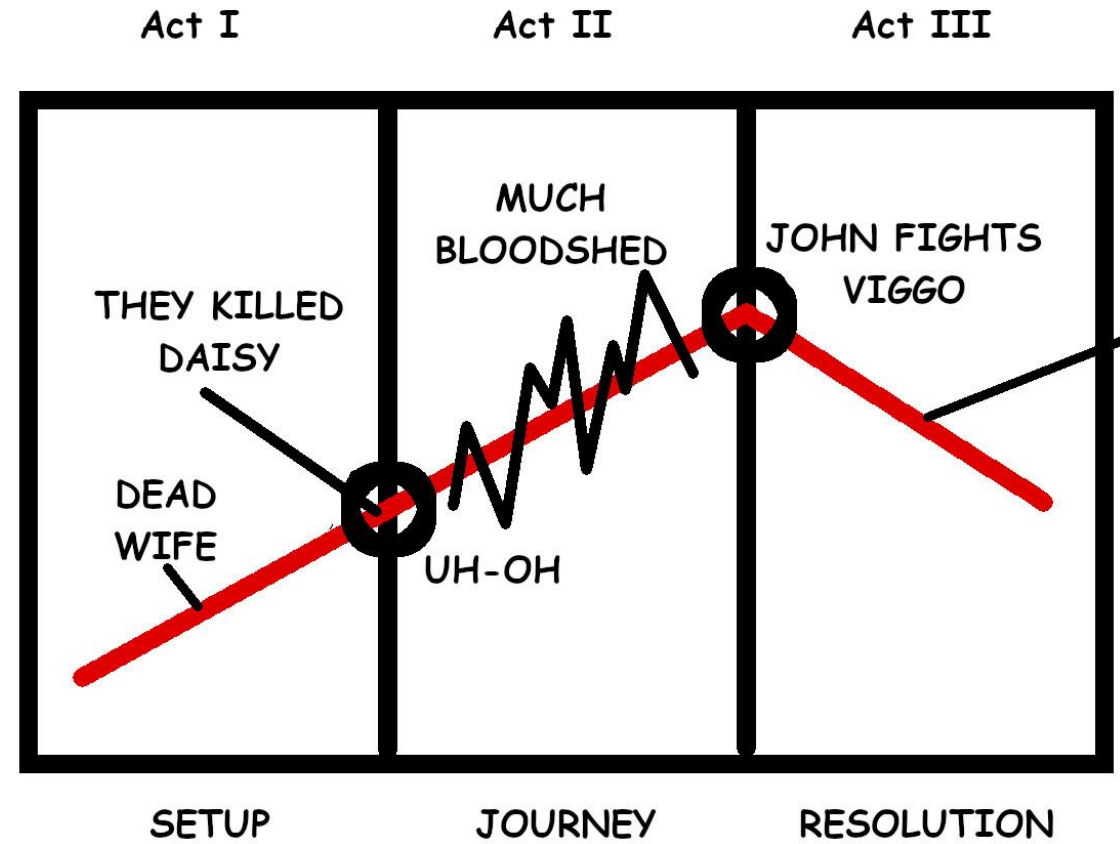


JOHN WICK'S STORY





JOHN WICK'S STORY





BUILDING YOUR STORY

- Know your USP
- Don't forget the "5 W's"
- How did you get here?
- What is important to you and how does that influence the way that you work?



BUILDING YOUR STORY

- What was your Critical Point?
- What is your “Unsaid Promise”?
- What should the Listener infer about you?
- What do you want the Listener to take away?
- Is this the “right” story for the audience?



IT'S YOUR STORY

- It's your story. Be authentic.

QUESTIONS?



THANK YOU

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RESOURCES

- *How 6 Popular Movies Follow the Hero's Journey*
<https://hackerspace.kinja.com/how-6-popular-movies-follow-the-heros-journey-infograp-1783447375>
- *How to Tell a Story*
<https://storybrand.com/how-to-tell-a-story/>
- *8 Classic Storytelling Techniques for Engaging Presentations*
<https://www.sparkol.com/en/Blog/8-Classic-storytelling-techniques-for-engaging-presentations>