

Showcase Your Business

How to Add Storytelling Elements

Create a memorable opening line

Start with an interesting fact or stat. Your goal is to immediately engage and get attention. When people become intrigued and want to know more, they are more likely to pay attention to your entire story.

Answer here

Think about who you help

Are there any particularly memorable stories about how a customer's life was improved after using your product or service? What adversity did that customer face and how were you able to resolve it? In your story, talk about the situation a customer faced, the task and action you took, and the positive outcome resulting from what you did. How did it make them feel? How did it make you feel?

Answer here



MasterYourMessaging.com