

# Your Story

## Getting brand visibility with your story

People love to hear or read a good story. The human brain is hard-wired to remember stories, not to recall facts or data. Using storytelling in your public relations will make your news and brand more relatable. Your aim is to connect your story with your audience (whether that's the public or the press!). People make buying decisions based on emotions. The good news is that every business has a story. Some may just have to dig deeper than others to make it interesting and stand out.

**Example 1:** Your business donates a percentage of sales to a charity but, if you dig deeper, you can share your story on what made you choose that charity. Maybe it's a cause that's personal to you or perhaps the charity has made a difference to your life. Think about how you can emotionally help people connect with you.

**Example 2:** SnoozeShade was invented by British mum, Cara Sayer, 11 years ago because she became fed up of hanging blankets over the pram and wanted a solution to help protect her daughter Holly from the sun and help her sleep on-the go. She couldn't find a solution so she decided to create one and SnoozeShade was born. This is the story, along with her products, that we tell the press and it sells. It's relatable to other parents.

You don't need to share your entire personal life story. You can be clever in crafting your story and how much you tell is up to you!



*Always shape your story in a way that helps your audience. People are more likely to read what you have to say if there's something in it for them. Aim to inspire or trigger an emotion in your audience, such as sympathy or admiration.*

Combine some of the key information you have already worked on in previous worksheets to create the key points you need to include in your story. Don't try to create the perfect story on the first draft, just throw it all on the page and edit as much as you need to afterwards - we've got a handy framework you can follow on page 26 where you can combine all your key points. Keep your customer in mind at all times and use language which they can relate to.

### What makes me unique and different to my competitors?