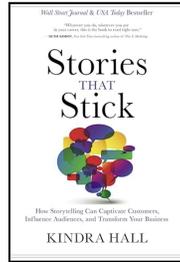


## Your Kindle Notes For:



### **Stories That Stick: How Storytelling Can Captivate Customers, Influence Audiences, and Transform Your Business**

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50 Highlight(s) | 0 Note(s)

Location: 478

The answer that worked for Extra is the same answer that will work for you. No matter the scenario. No matter the gap. No matter the product or the audience. The easiest, most effective way to build bridges that capture attention, influence behavior, and transform those who cross them, resulting in gaps that stay closed and bridges that last, is with storytelling. In the end, stories are what stick.

Location: 512

Captivate your audience with a story and, much like I found in the Slovenian boutique, you will have access to all the attention you could ever need.

Location: 643

Anytime the people who use a service aren't the ones who help pay for the service, fund-raising can get tough.

Location: 765

A lesson taught in story was a lesson that could be recalled when it mattered.

Location: 968

I suspect you are more concerned with getting a company off the ground or a product into someone's hands than creating a saga for the ages. You barely have time to proofread your emails, much less conjure a complicated hero's journey.

Location: 984

Identifiable characters      • Authentic emotion      • A significant moment      • Specific details

Location: 995

What every story needs is much simpler than that. We don't need a hero. We need an identifiable character. Someone we care about and connect to.

Location: 1,003

We need a character. Not a hero. An identifiable character.

Location: 1,031

This component, along with the fourth component, which we'll discuss next, aids in what I call the co-creative process. Where the listeners actively engage in creating a version of the story in their own minds, and in doing so, the story sticks longer.

Location: 1,036

Using specific details in a story is a way to illustrate how well the teller knows the audience.

Location: 1,038

Each use of a detail signals to the audience how deeply the teller understands them and builds a strong connection between the audience and the teller and the message.

Location: 1,082

The reason the Budweiser ad fared so well, according to experts and explained by our research, had more to do with story than anything else. And story costs nothing. It simply requires a few key components.

Location: 1,095

From now on, let's try thinking of them as normal, explosion, and new normal.

Location: 1,212

This is the first gap in business: the value gap. The gap between the problem and the value of the solution. The gap between the product and the value to the customer. The most important gap any business needs to bridge is the gap between what they offer and the people who, whether they know it or not, need it.

Location: 1,250

Simply put, System 1 is characterized by cognitive ease while System 2 involves cognitive strain. Read that statement again. Cognitive ease versus cognitive strain.

Location: 1,258

When it comes to creating persuasive messages, Kahneman said, “The general principle is that anything you can do to reduce cognitive strain will help.”<sup>3</sup> While your message may be true, if it isn’t easy enough for your audience to believe it and accept it as truth with System 1, they will call in System 2.

Location: 1,267

Logic or common sense. Strain or ease. Information or story.

Location: 1,337

People don’t buy the thing. They buy what the thing will do for them.

Location: 1,349

an online, virtual window shopper to someone

Location: 1,440

The formula is really quite simple. Start with a story. Draw them in, captivate them, get buy-in from System 1 so they’ve already said yes. Then insert the information. Give the facts, appeal to logic, put as much data in there as will make you comfortable. But then come back to the story. Wrap the whole thing up with the new normal. Much like a spoonful of sugar, as long as the message begins and ends with the story, it’ll go down nice and easy.

Location: 1,483

Unless you work at Pixar, cars aren’t characters. People are characters. Products don’t win the girl, overcome the odds, or slay the dragon. People do those things. The knight in shining armor is the character, the sword is the product, the dragon is the problem. Sure, the knight uses the sword. But it’s the knight who slays the dragon, not the sword. The sword is just a tool to solve a problem. Take away the knight, and you don’t have a story. You just have a piece of metal stuck in a rock.

Location: 1,511

Home in on the thing, the one thing your customers care most about, the thing that keeps them up at night, and tell a story that includes and taps into that emotion.

Location: 1,573

No matter how big or small your business, if you want more sales and better marketing, start with your value stories.

Location: 1,745

It's no longer about establishment but differentiation. Sadly, differentiation is more difficult to achieve than we'd like it to be. How do you show you're different without looking like everyone else who is claiming to be different in the exact same way?

Location: 1,767

as we collectively acknowledge our differentiators—the things that make us unlike anyone else—are exactly the same. At least in the way we're communicating them now.

Location: 2,013

When it comes to the founder story, your first step to adding emotion is to consider what the respective audience cares about. What do you want them to feel or know as a result of hearing this story? Here are a few examples.

Location: 2,259

In other words, all purpose stories start with this essential question: What point do I want to make? Said another way: What do I want my audience to think, feel, know, or do as a result of hearing this story?

Location: 2,312

Once you're clear on the message you want to deliver, the next step is to ask yourself: When did I learn this lesson? When did I discover this truth?

Location: 2,446

The results of the study were astonishing. The more the child knew about their family's history, the stronger their sense of control over their lives and the higher their self-esteem. The "Do You Know?" scale turned out to be the best single predictor of children's emotional health and happiness.

Location: 2,468

But it is actually the intentional and painstaking commitment to storytelling that builds and sustains culture.

Location: 2,515

When you tell someone your product is great, that's called marketing. When another customer tells them, it's called a referral, and referrals carry a whole different level of clout. Studies consistently show that reviews and referrals have an enormous influence on customer behavior.

Location: 2,578

But even with those adjustments, we wouldn't be tapping into the critical leverage point that a customer story has and a value story lacks: inherent credibility.

Location: 2,581

With a customer story, it's not the company, it's a person—just like you—who tried it and loved it and has nothing to gain by telling you.

Location: 2,588

Or there's the bit about the high price tag. Native saying they're worth the additional expense feels like a justification, but Amy saying it feels like a fact.

Location: 2,591

First person versus third person. I and me versus she and he. And you would be right. But it turns out, sometimes the source is the thing that matters most.

Location: 2,644

The devil may be in the details, but so is the delight and so is the credibility.

Location: 2,666

This may seem simple, but few companies do it. And it illustrates the most critical first rule of the customer story: if you want customer stories, you must ask for them. Sure, you might get the occasional unprompted letter, but it'll take you years to curate a body of customer stories if you don't ask.

Location: 2,733

For now, when it comes to your identifiable character, resist the urge to make the character perfect, the urge to smooth any rough edges. Movies and commercials need actors; customer stories just need customers.

Location: 2,739

the joy or relief they felt (authentic emotion) after finding you only matters when placed in contrast to how they felt before finding you.

Location: 2,846

The first process is story collection. Story collection is about generating story ideas without regard for whether they're any good or appropriate or useful or even tellable. Story collection is good old-fashioned brainstorming, but with a few tools to help you avoid the intimidation of the blank page.

Location: 2,867

but rather the ineffective questions we use to get them. I asked my grandma a bad question. Getting better stories, or stories in the first place, requires asking better questions. And when it comes to better questions, there's one very important thing to remember: our stories attach themselves to the nouns in our lives.

Location: 2,883

Using the noun approach to find stories gives you endless access to story possibilities.

Location: 2,905

If ever you are struggling to find a story, turn to the nouns related to the message you wish to deliver. In fact, feel free to give this exercise a try right now. Make a list of all the jobs you've ever had. Make a list of all the homes you've ever lived in. Make a list of your teachers in school or coaches in sports. And with each noun you write down, take a moment. It's likely that a memory or two will come back to you. A memory that can be turned into a story.

Location: 2,923

This is often an awkward conversation. After hearing all the wonderful things a company does, I'll ask a client, "So why don't people choose you?" And while no one enjoys talking about this, if you know why your customer says no to what you have, you can tell stories that put their concerns at ease. If you know they think your product is too expensive, you know to look for stories that illustrate how your product saves them money in the long run.

Pink highlight | Location: 3,027

Choose a value story if you want more effective sales and marketing. • Choose a founder story if you want to increase confidence and differentiate. • Choose a purpose story if you want to align and engage your team. • Choose a customer story if you want better sales, marketing, and credibility.

Location: 3,048

If you're telling a story in business, you're telling it to an audience for a reason. These are always my first two questions any time I sit down with a storytelling client: 1. Who are you telling this story to? 2. What do you want them to think, feel, know, or do?

Location: 3,200

Perhaps the most aggravating answer I give is that a story should be as long as it needs to be.

Pink highlight | Location: 3,248

Here's another inventory check:

- Normal: Dreams of being a vet. Not being able to help pets whose owners couldn't pay.
- Explosion: Finding VetBilling.
- New Normal: Now she can serve all pets. Also note the tie-in with the normal when we mention her lifelong dream and then her ability to do the work she was born to do.
- Identifiable Character: Lisa the vet.
- Emotion: Heartbreak.
- Moment: This story doesn't include a specific moment (which isn't ideal, but with a super short story, often one of the components gets cut).
- Specific Details: Like the Unbounce story, this one doesn't include a specific physical detail. But the heartbreak is a familiar and specific emotion veterinarians experience.

Location: 3,466

Telling a story about your kids? Here's a picture. Telling a story about you waterskiing? Here's a picture. And while that seems like the way to go, it creates a cognitive bypass and, in doing so, violates the power of the co-creative process. Give them the image and they won't create it for themselves. And now you've lost your cognitive edge. I heard a speaker talk about his dream home, and he did an exquisite job of describing it. From how big it was to the picturesque windows to the way the streets looked as you gazed out the picturesque windows. He was describing his dream house, but I was imagining my dream house. And then he posted a picture of his dream house on the screen. He said, "See, there it is. There's my dream house."

Location: 3,621

Become one and you will close the distance between what you have and what you want. You shrink the space between where you are and where you want to be in business and in life.