



STOCKWORTH™

STORYTELLING & NARRATIVE

A PROPRIETARY GUIDE



Presented by Mark Allen **Hayes**

“

**Nothing changes the
world more than a
great story.**

Stockworth's mission is to change the world, one great story at a time, starting with yours.

Outline

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Storytelling
Matters

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Write your
agenda
point

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Write your
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Outline

01

Write your
agenda
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02

Write your
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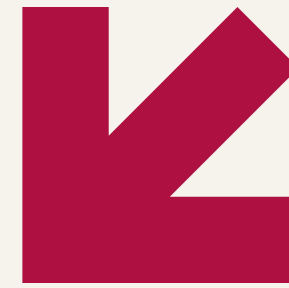
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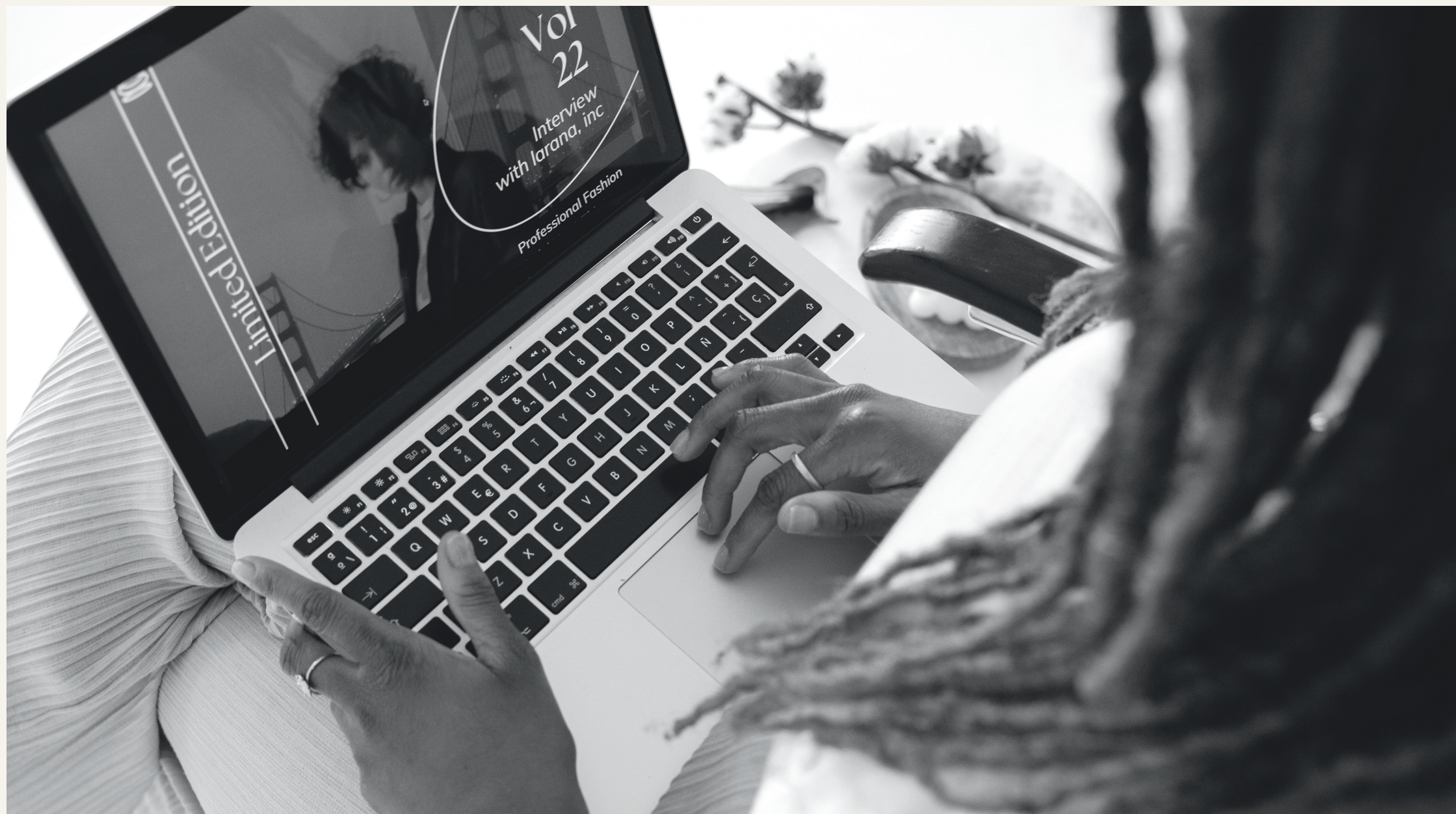
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WHY STORYTELLING MATTERS



THE SCIENCE

- ➔ **Our Brains are Built for Stories**
Study after study on the way that our brains remember, retain, and regurgitate information points to stories - our brain's preferred method of information gathering.* Why is that? Stories engage our brains, trigger emotional responses, build trust, and shape behaviors.
- ➔ **Stories Change the World**
Nothing changes in the world without a great story! From the white picket fences of the American dream to the endearing characters of our favorite insurance commercials, stories drive us to action. These actions, no matter their significance, are connected, weaving the narrative of the human experience.
- ➔ **Storytelling is Persuasion**
Click this link to learn more about the power of persuasion through stories.



NOTHING CHANGES IN THE WORLD WITHOUT A GREAT STORY!

WHY **YOUR** STORY MATTERS

IMPACT

Sharing personal stories of how you have transformed clients' lives can create a powerful emotional connection. Testimonials and real-life success stories resonate deeply, showing the tangible benefits of your services.

INSPIRATION

Sharing the personal journey and passion behind your business can inspire and engage your audience. People are drawn to stories of individuals who pursue their dreams and make a difference, creating a narrative that is both relatable and motivational.

By telling your story, you add a layer of meaning and value to your services that goes beyond the functional benefits. Clients who understand the passion and purpose behind your business are more likely to feel a deeper connection and loyalty, seeing their engagement with your services as part of a bigger, meaningful journey.

COMMUNITY

Emphasizing how your business supports and improves the community's well-being fosters a sense of shared purpose and goodwill. This not only attracts customers who value community-focused businesses but also enhances your brand's reputation.

MEANING

STORYTELLING & NARRATIVE



“

**Storytelling is the art of finding
“The 1 Thing” that connects you
and your listener.**

Here is our process for finding the 1 thing
and telling a great story that supports it.

THE PROCESS

The process of crafting your great story boils down to 5 steps. First, the outline step, where we define the core idea, what we call “The 1 Thing” and organize the key events, plot structure, and sequence of events. Next, we create a storyboard - a visual representation of the story - and develop scenes and determine pacing and flow. The third step is introducing the characters and highlighting the hero. After this, we perfect the plot, using the story arc to introduce the inciting incident, the rising action, the climax, and the resolution. Finally, we draft a script that empowers you to tell your story in any medium you choose.

STORYTELLING METHODS

- ➔ Oral Storytelling
- ➔ Written Storytelling
- ➔ Visual Storytelling



OUTLINE



STORYBOARD



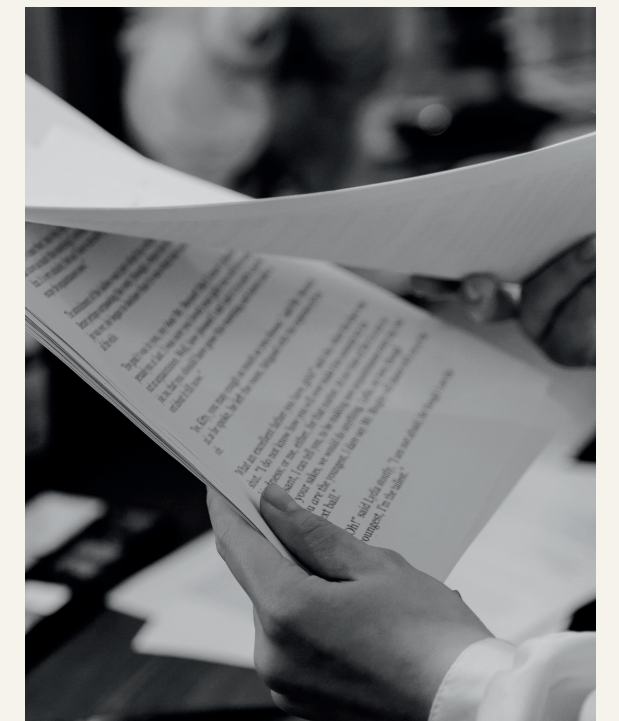
CHARACTERS



SETTINGS & PLOT



SCRIPT



THE 1 THING

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KEY EVENTS

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PLOT STRUCTURE

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SEQUENCE OF EVENTS

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THE OUTLINE

SCENES

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PACING

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FLOW

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VISUAL OUTLINE

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THE STORYBOARD

THE HERO

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THE SUPPORTING CAST

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THE VILLIAN

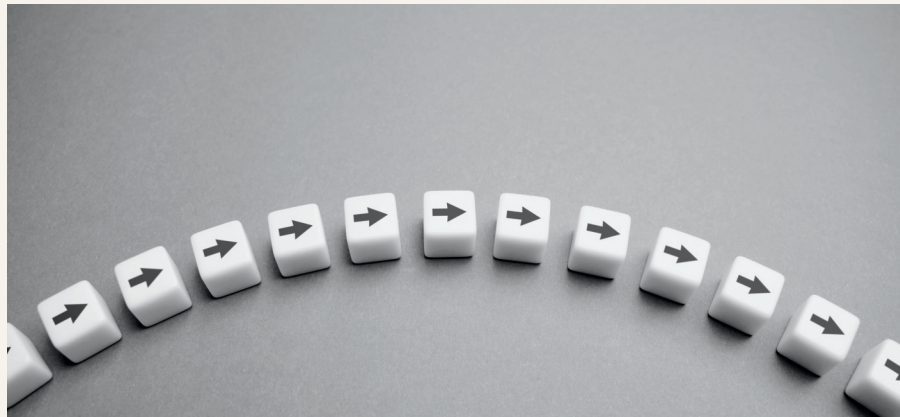
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THE CHARACTERS

INCITING INCIDENT

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RISING ACTION

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CLIMAX

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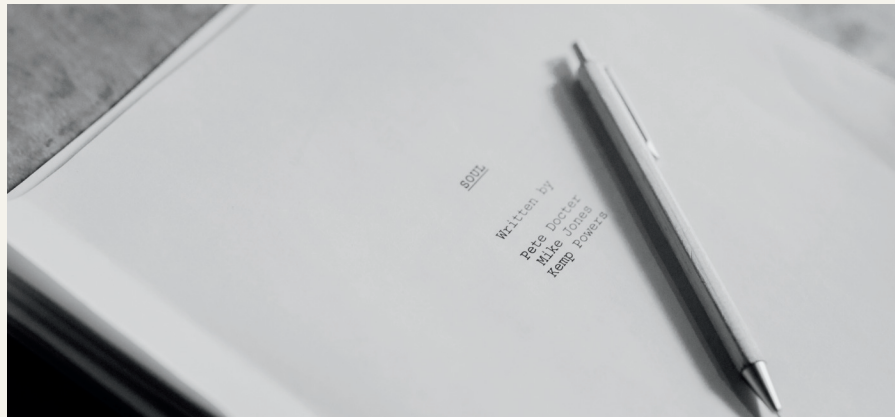
RESOLUTION

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SETTINGS & PLOT

ORAL

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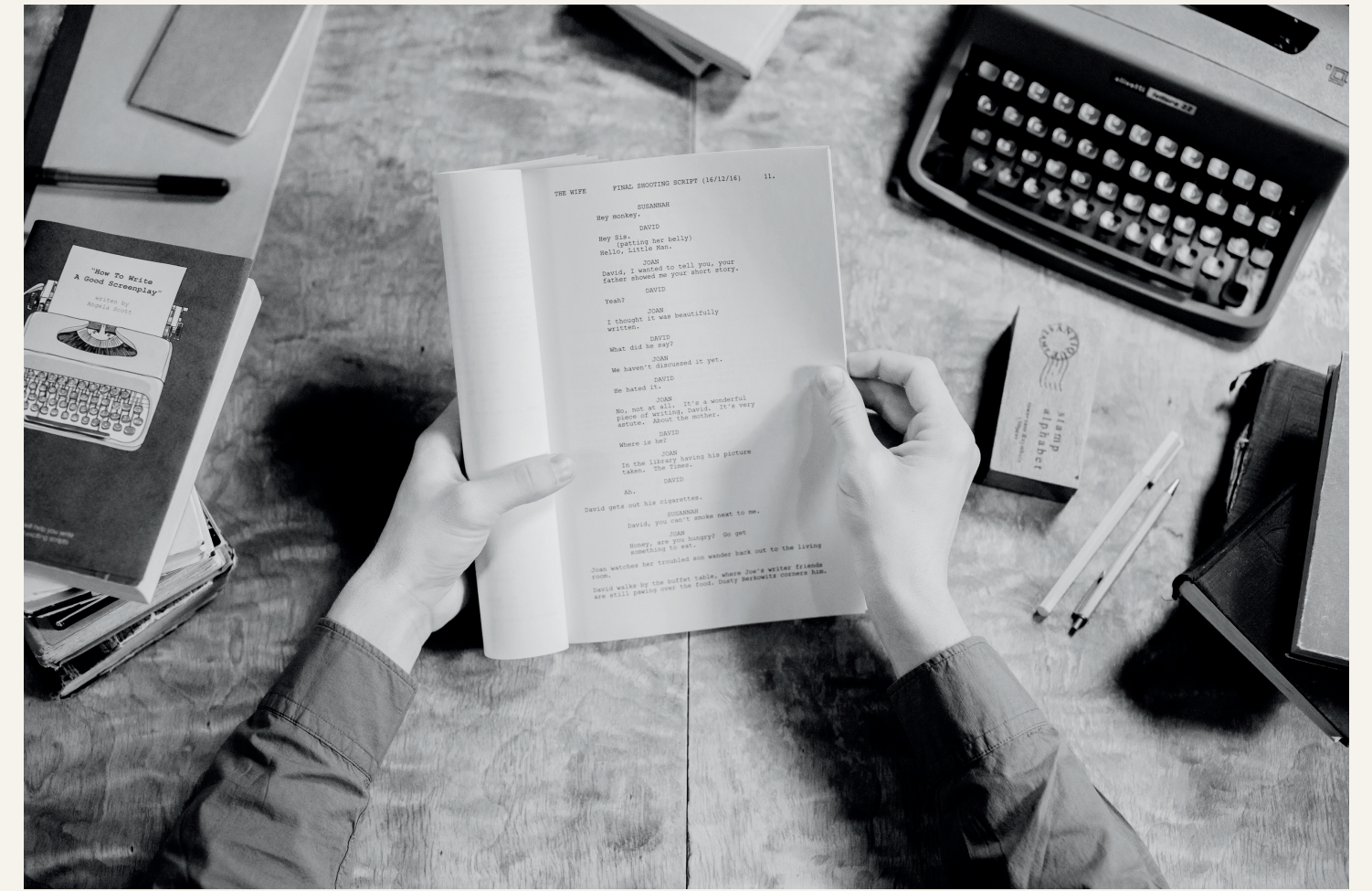


WRITTEN

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VISUAL

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COMBINATION

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THE SCRIPT

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**The perfect narrative returns
more value than it took to
create it.**

The ROI on perfecting your narrative is a value proposition that can't be beat.

WHAT'S IN IT FOR YOU?

A great story can be told over and over and achieve its intended goal each time. The Stockworth Storytelling & Narrative Guide is a playbook that, when followed correctly, returns value exponentially greater than the cost of the guide. Here is a look at some of the additional benefits of crafting the perfect narrative.



NARRATIVE BENEFITS



Story-based Content
X, TikTok, Instagram, Facebook



Focused Giving
Causes with a shared story



Micro-marketing
Target your Top 48



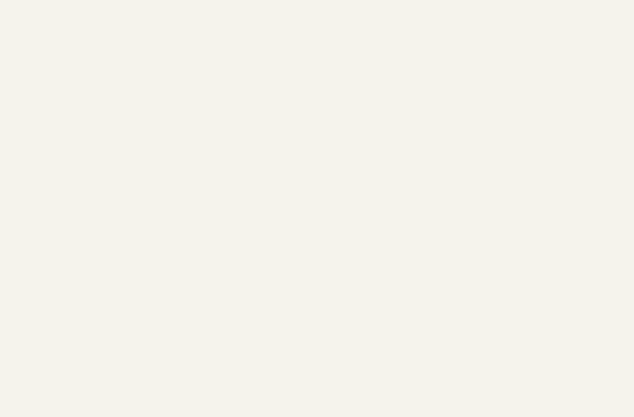
Brand Loyalty
Customers feel connected



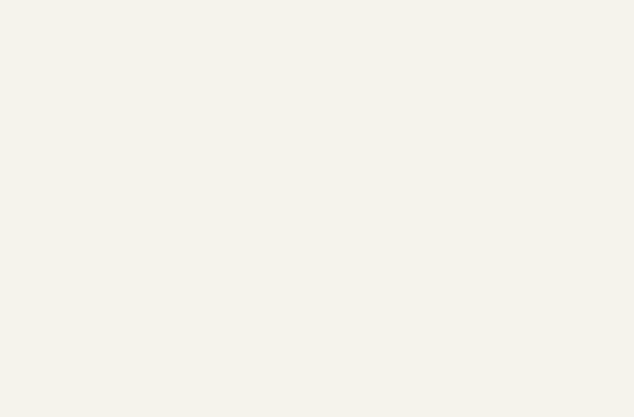
Employee Engagement
A sense of meaning in work



Story Updates
Focus on story not sales



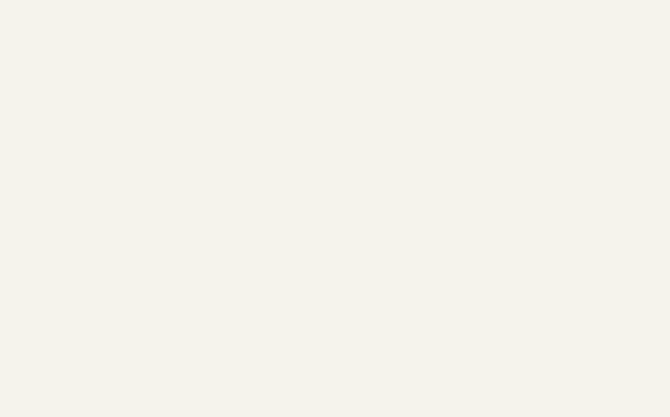
Motion Graphics
Wardere Inc



Experiential Installation
Arowwa Industries



Photography Series
Studio Shodwe



Product Packaging
Include Company

THANK YOU



EMBRACE YOUR CREATIVITY, IT'S BOUNDLESS. STAY INSPIRED, KEEP EXPLORING, AND LET YOUR UNIQUE VOICE SHINE. TOGETHER, WE SHAPE A BRIGHTER, MORE IMAGINATIVE FUTURE.

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