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### **New book by WordWrite chief storyteller answers why someone should buy from you, work for you, invest in you or partner with you**

**PITTSBURGH, DEC. 2, 2020** – Paul Furiga believes in the power of stories to move hearts and change minds so much, he wrote the book on it. The WordWrite president and chief storyteller has written “Find Your Capital S Story: Why your Story Drives your Brand,” which takes readers on a captivating journey into the art of storytelling to demonstrate that an organization’s authentic story is its best marketing asset.

Incorporating scientific studies, expert findings and historical anecdotes, the book shows how stories are central to the human experience and identifies a new concept, the Capital S Story, the story above all others, that answers why someone would buy from, work for, invest in or partner with an organization.

“Even before we had written language, we shared stories. Now, thanks to MRIs and other scientific tools, we can prove the power of storytelling,” Furiga said. “Too often, businesses neglect their stories. There’s far more to a brand than a flashy logo or catchy tagline. Consumers respond best to businesses that share their authentic story. My hope is that this book helps business leaders unlock their Capital S Story, delivering the best marketing results.”

Furiga founded his strategic public relations, digital and inbound marketing agency in 2002 and has his own tale as a storyteller. He spent two decades as a journalist, including covering the White House and serving as editor of the Pittsburgh Business Times, before entering PR. Under his leadership, WordWrite has become a nationally ranked agency and has developed a trademarked process for uncovering stories — StoryCrafting®.

“This book is the product of years of storytelling experience and the next chapter in WordWrite’s story,” Furiga said. “The hard work of our staff over two decades made ‘Finding Your Capital S Story’ possible. Since day one, WordWrite has been uncovering, developing and sharing our clients’ stories, and that deep well of success is a key contributor to this book.”

### **ABOUT WORDWRITE**

WordWrite connects providers of complex services to leaders of middle-market companies. Our trademarked StoryCrafting process helps organizations uncover, develop and share their Capital S Story, which reveals why someone would buy from, work for, partner with or invest in them. For two decades, WordWrite has consistently earned awards for its public relations, strategic communications, digital marketing and crisis communications work.



## ABOUT THE AUTHOR

Paul Furiga is president and chief storyteller of WordWrite. Founded in 2002, WordWrite is a perennial top-ranked firm. In O'Dwyer's national rankings, WordWrite posted the fourth-greatest growth among 123 ranked agencies in 2017. In 2019, the *Pittsburgh Business Times* named WordWrite one of the 50 fastest growing companies in Western Pennsylvania.

Paul has been honored by the Pittsburgh chapter of the Public Relations Society of America (PRSA) with its Renaissance Hall of Fame Award. The chapter's highest honor recognizes a professional who's made a substantial impact in the region.

WordWrite has received numerous awards for its work, from PRSA, IABC and other professional organizations. Its work has also appeared in PR News books as case studies of excellence.

Paul's passion for storytelling inspired him to form WordWrite and to focus on developing the concept of a Capital S Story, the story above all others that explains why someone would buy from an organization, partner with it, invest in it or work for it.

Before founding WordWrite, Paul was a vice president at Ketchum Public Relations, where he served clients including Alcoa, Bridgestone/Firestone and Rutgers University.

Paul also spent two decades as a journalist. He edited the *Pittsburgh Business Times*, was an editor and correspondent for the Thomson Washington, D.C. bureau, and was senior editor of OhioWeek and a reporter for The Cincinnati Enquirer.

As a Congressional Fellow of the American Political Science Association, Paul was an aide to U.S. Sen. Paul Simon of Illinois and later, issues director for Simon's 1988 presidential run. Paul graduated from Miami University in Ohio in 1980 with a degree in mass communication.

## CONTACT INFORMATION

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## Finding Your Capital S Story Sample Author Interview Questions

### ■ What's the difference between a regular story and a "Capital S Story"?

"There's nothing wrong with what you might call a regular story, but regular stories don't answer the key question of "why" — why someone would want to buy from you, invest in you, partner with you or work for you. That's what the Capital S Story does. It is the story that changes hearts and minds and drives your brand."

### ■ Why has there been a shift from traditional advertising and branding to more story-based marketing?

"What biology demonstrates is that when a story paints the right picture for us, when it resonates with us, when we feel as if we are a character inside the narrative itself, we drop our defenses and start participating in the story. We stop resisting and begin belonging. We become energetic and interactive. Traditional advertising doesn't do this. It can't because traditional advertising isn't inviting us into a shared experience—it's selling us something we may or may not want or need at that point in time, using images and gimmickry that we may inherently distrust. Authentic stories engage us when we are ready, in ways that unlock the internal power of our brain's biology."

### ■ Who needs a Capital S Story?

"Largely, business leaders, no matter the industry or size of their enterprise, should know their Capital S Story. In particular, those who are tired of classic advertising that doesn't deliver results, who are frustrated that customers can't see what makes them unique, or who don't feel their current marketing captures the essence of their organization should take a deep look at their authentic story."

### ■ Stories can be long and complex? How do you share that in the space of a tweet or Facebook post?

"This appears to be the challenge because in a digital world, information and messages are more bite-sized. But in reality, as one of the chapters in my book is titled, storytelling and social media are made for each other. That's because social media creates one of your organization's greatest opportunities to share your Capital S Story more broadly—and more successfully—than might have been possible even ten years ago."



■ **What's an example of a company that knows its Capital S Story?**

“Think of Southwest Airlines. What immediately comes to mind — no bag fees, a more passenger-friendly approach to seating compared to competitors. Everything they do seems to run counter to rival airlines, and they've embraced this outlaw persona from the start. In fact, from the start, its competitors dismissed and tried to crush Southwest. Of course, travelers were drawn to the underdog and Southwest continues to share messaging that nurtures that Capital S Story, even now, as it enjoys a favored status in the industry.”

■ **Lots of journalists take the leap into PR. How does your previous work experience affect and inform what you do today?**

“In two decades as a journalist, I wrote more than 10,000 stories, and as an editor, I helped shape another 10,000. Story infuses everything I do and everything we do as a firm. Taking it a step further, in journalism, we recognize the most important part of any story is not who, what, where or when, but *why*. Answering the question of “why,” is a big part of what led to the development of the Capital S Story and our trademarked process of StoryCrafting.”