

# STORYCRAFTING: WHO, WHAT, WHERE, WHEN & WHY

## A Business Leader's Guide to Marketing Success

Many of us at WordWrite, including President and Chief Storyteller Paul Furiga, have professional roots in journalism. And just like dedicated reporters, we uncover, develop and share great, untold stories. Of course, there are stories — and then there are Stories, or what we call Capital S Stories. In a business sense, these are the stories that answer why — why someone would buy from you, work for you, invest in you or partner with you. Bottom line: Businesses and organizations that have a grasp of their Capital S Story will have a leg up in their overall marketing strategy.

WordWrite has developed StoryCrafting®, a collaborative process that guarantees to uncover a business' Capital S Story. Want to learn more? Putting on our reporter hats again, these are the classic five W's (who, what, where, when and why) of StoryCrafting.

“ You can have the best technology, you can have the best business model, but if the storytelling isn't amazing, it won't matter. ”

– Jeff Bezos, Amazon

## WHO is a fit for StoryCrafting?

### Business leaders ....

- Who are tired of classic advertising that doesn't deliver results
- Who don't feel their marketing captures the essence of their organization
- Who are frustrated that potential customers can't see what makes them unique
- Who are tired of being told you must lie to customers and prospects to sell to them

## WHAT does StoryCrafting entail?

Through a series of deep dive meetings featuring our experts and your team, along with individual interviews with key stakeholders, we'll learn important facts about your organization's market position, values and current marketing efforts to form the foundation of your story. Ultimately, we'll produce a final report that solidifies and explains your Story Fundamentals, Story Archetype and Story Anchors.

## WHERE does WordWrite perform StoryCrafting?

Wherever you're comfortable. Ideally, we'd have in-person deep dive meetings, but we're able to host any meeting virtually and perform our individual interviews over video chat or phone.

## WHEN should I expect a StoryCrafting engagement to be completed?

A typical StoryCrafting session takes about 45 days, from the initial deep dive meeting through delivery of the final report breaking down your Capital S Story.

## WHY is StoryCrafting worth it?

Businesses and organizations that know and have a strong grasp of their Capital S Story are primed for success in their marketing efforts. Once they identify their proper storytellers — be they individuals or the channels they use to share their marketing messages — their Capital S Story helps them easily explain what makes them unique, providing a framework for different types of content, such as paid (ads), earned (media interviews, articles), shared (social media) and owned content (blogs, websites).

Most of all, as we told you earlier, organizations that undergo StoryCrafting and learn their Capital S Story know the answer to the most important of their personal five W's — why they exist.



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