Mastering the art of

STORYTELLING



Why should your team become STORYTELLERS?

PEOPLE DON'T WANT TO BE SOLD.



They want to be

INSPIRED

HOW TO INSPIRE

Unite an idea with an emotion.

The best way to do that is to tell a compelling story.



Stories mean BUSINESS

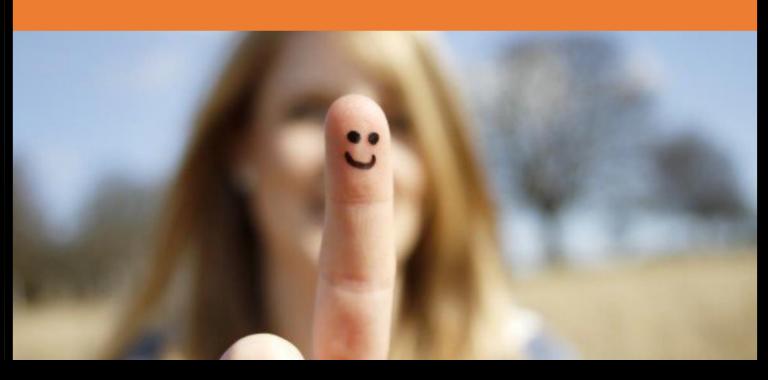


Stories are remembered up to 22 times more than facts alone.

When data and story are used together, audiences are moved both emotionally and intellectually.

It's easier than you think

KEY INGREDIENTS FOR STORYTELLING



CONTEXT | CHARACTER | CHALLENGE | CHANGE



Character

Jane was an accountant for 20 years.

Context

During the recession, she lost her job when her company went bankrupt, and she couldn't find Challenge a job for months.

Change

What started as a much-needed way to stay afloat, became a new way of living. Airbnb connected her with the world and inspired her to become a tour guide, sharing the wonders of her city with visitors from around the world.

FOUNDING STORY	EMPLOYEE STORY	INVESTOR
CUSTOMER	PRODUCT STORY	PARTNER STORY

You have so many stories to tell

and many places to tell them

WEBSITE	PRESENTATIONS	BLOG
COLLATERAL	SOCIAL MEDIA	CAMPAIGNS
EVENTS	INFOGRAPHICS	VIDEO

We want to help you discover, create and tell your stories.

STRATEGIC MESSAGING STORY-DRIVEN CONTENT ENGAGEMENT

Discover and develop your authentic message

Put your message to work with story-driven content

Engage your audiences across platforms



We are a story-driven marketing and communications firm.

www.boostcollective.com info@boostcollective.com