

Mastering the art of

STORYTELLING



BOOST!
COLLECTIVE

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

Challenge

bankrupt, and she couldn't find 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
STORY

CUSTOMER
STORY

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**

Discover and develop
your authentic message

**STORY-DRIVEN
CONTENT**

Put your message to work
with story-driven content

ENGAGEMENT

Engage your audiences
across platforms



We are a story-driven marketing and communications firm.

www.boostcollective.com
info@boostcollective.com