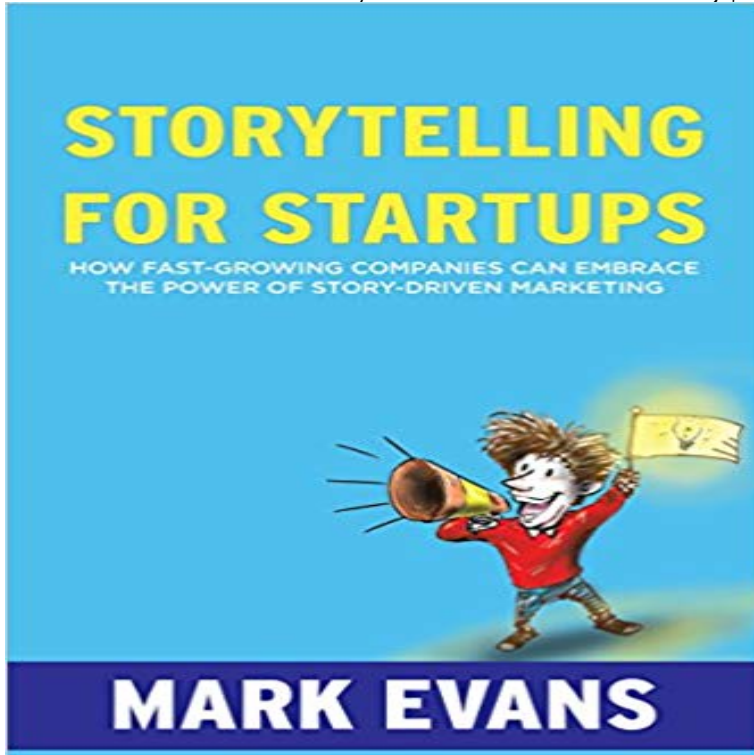


Storytelling for Startups: How Fast-Growing Companies Can Embrace the Power of Story-Driven Marketing



Storytelling for Startups by Mark Evans, startup marketer/brand storyteller and principal with ME Consulting, puts the spotlight on the value of storytelling at a time when consumers are multi-tasking, distracted and overwhelmed with information. In a world where information and endless content overwhelm us daily, it is the power of story that allows us to cut through the noise. Marks book is a fantastic roadmap that details how to create and use story across mediums and platforms. Storytelling for Startups is essential reading for any company that wants to get noticed in a digital age. David Usher musician and author of Let the Elephants Run This book delivers value and insight for entrepreneurs, startups, small business owners and people who want to grow their businesses and who believe storytelling can play a key role in their success. They recognize stories can give their startup a competitive edge, create an exciting brand personality, and, in the process, drive higher sales. Evans collected case studies, best practices and data from dozens of experts, influencers and startups to provide a unique look at the value of storytelling to make your companys marketing and sales efforts more compelling and successful. Brands such as MailChimp, Tap Influence, Wistia, Balsamiq, Uberflip, The Gorge, Moz, Crazy Egg and HubSpot supported Marks vision by providing key information to support his approach, methodologies, and strategies. So how do you pull compelling stories out of your own organization? How do you tell your own brand story in a way that relates to your customer? Thats the question at the heart of the book youre now holding in your hands. excerpt from Storytelling for Startups foreword written by Ann Handley. Featuring a mix of case studies, takeaways and examples of how to make stories work, Storytelling for Startups gives entrepreneurs, startups and small business

owners the insight to create their own stories (theres a storyteller in everyone!), or have the confidence and knowledge to oversee the storytelling process. This book explores why storytelling matters, highlights great storytellers such as Steve Jobs and Ron Popeil, and delivers actionable advice on how to create stories that resonate with target audiences.

REVIEW HIGHLIGHTS: Great storytelling doesnt just happen. Its a skill and a strategy that has amazing power when its used effectively. This book provides startups with an approach to storytelling with intention and purpose. - Lee LeFever, founder, Common Craft
Filled with what is a one-to-one consulting lesson with one of Canadas top tech leaders, Storytelling for Startups is an essential read and walk-through for any company in the start-up sector, new or old. Complete with insights from companies in the trenches, as well as key takeaways to help your start-up get the attention it deserves, this book should be in every start-ups list of resources for succeeding today and tomorrow. -Danny Brown, social media strategist, and author
This book should be mandatory reading for every entrepreneur. Mark provides actionable, clear and focused how-to advice that will let you develop a deeper understanding of your customers and how to connect with them through stories in our increasingly crowded communications landscape. - Stuart MacDonald, entrepreneur/business advisor

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