

# It's My Story and I'm Sticking to It

*The Role of Clear  
Messaging in Marketing  
Communications*

# What's the Story?

- Do you have a corporate/organizational story?
- Can everyone in your organization tell the story?
- Can anyone???

# Developing the Story

- Research, workshop, agreement
- Internal communications, acceptance
- External communications, acceptance
- Monitor and revise

# How Do I Find My Story?

- Research first
  - How do you talk about yourself now?
  - How do others talk about you?
  - Competitive research

# Workshop Your Story

- Positioning workshop suggestions
  - Limit participants
  - Provide "homework" in advance -- SWOT
  - Moderator should facilitate, prod and question
  - Take time to do periodic "quizzes"
  - Have research info in hand
  - Take copious notes
  - Provide draft results quickly, seek short deadlines

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Communications Group

*intelligent communications consulting*

# Plot, character, theme

- Positioning/messaging = convergence of reality, aspirations and competition
  - Who are you?
  - What do you do?
  - Why do you do it better than others?
  - What's your unique offer?
  - What are your biggest hurdles?
  - Who, exactly, is your audience/customer?

# Good Stories Have a Message

- Messages support positioning
  - Compelling, credible, consistent
  - Focused tightly on benefits and results
  - Magnify strengths (credibly)
  - Diminish weaknesses (credibly)
  - Adjust to accommodate change

# Every Good Story Deserves an Audience

- Who is the real audience?
  - Be sure about the group(s) you want to reach
  - Know why you want to speak to them
  - Understand what you can offer them
  - Determine where these companies, individuals, organizations congregate
  - Seek multiple channels to reach them



# Now, Tell Your Story

- Consistency: it's a process
- Everything is marketing; adjust to the market
- Public Relations
  - Media: relationship is earned
    - News and other things like it
  - Influencers: selective champions
  - Events, Web, Global Outlook, Culture: wait for it...