“Good Guys” Tell Great Stories

Cory Cart, APR
Trail of Tears  Slavery
Two uses for stories

Marketing

Advocacy
Why do we tell stories?

• Emotional Connections

• Deep affecting micro-moments using the five senses
“Great guys” tell stories that are ...

Simple → Personality → Evolution
You were taught ...

Beginning

Middle

End
What you should be doing...

Problem

Solution

Future
It’s not about your DMO.
Create characters.
Try this exercise ...

Don’t sell me ________,
Sell me ________.
Make it a series.
The Church that Persevered
Questions?