



# A STEP-BY-STEP GUIDE TO WORDWRITE'S STORYCRAFTING PROCESS

Modern marketing demands more than simple branding. In a sea of information, audiences crave substance. At WordWrite, we've learned that the power of authentic stories moves hearts and minds, inspires action and delivers measurable business results.

Not all storytelling is created equal. Our experience teaches us that businesses must communicate a highly specific story to grab the audience: their Capital S Story, the one that answers why someone should buy from you, work for you, invest in you or partner with you.

All organizations have the capacity to develop and share their Capital S Story, but they might not know how. That's why we developed StoryCrafting, a trademarked 45-day process to uncover, develop and share the most important asset at the heart of your marketing strategy.

Here's a rundown of a typical StoryCrafting engagement.

## MEETING 1: THE DEEP DIVE

StoryCrafting is collaborative, so in the first of three meetings between our team and yours, we'll collect key information and marketing resources, schedule stakeholder interviews and solidify plans for the steps to follow in the coming weeks.

IT STARTS WITH STORY

## THE FIVE BURNING QUESTIONS

We begin by interviewing an organization's key stakeholders, asking them the following questions:

1. Why does your organization exist?
2. What is the market need or demand for your product/service?
3. What is unique about your organization compared to your competitors?
4. What are your most effective communication channels currently?
5. What are your current key messages or calls to action?

## STORY FUNDAMENTALS

Through your answers to the Five Burning Questions and our own thorough secondary research, we analyze your market size and share, competition, and ideal customer or audience opportunities. These are the foundational bricks to determine the scale and intended reach of your Story.

## STORY ARCHETYPE

Are you a Caregiver or an Outlaw? Explorer or an Everyman? Your archetype is the synaptic shortcut that allows you and your target audiences to understand your organization and defines what makes it unique. Your archetype is specifically tailored to the Capital S Story we collaboratively uncover.

## STORY ANCHORS

Every Capital S Story has a series of storylines that comprise it – we call these Story Anchors, the elements that provide direction on how to build out your brand, marketing messaging and key initiatives.

## STORYTELLERS

Fluency is a key to telling your story. It's not enough to have the right story – the right person needs to share it and sometimes that's not the founder or CEO. We collaboratively identify who within your organization are the best storytellers.

## MEETING 2: YOUR OPTIONS

In our most extensive work session, we'll take our initial findings and recommendations to you, offering three credible Archetypes and their associated Story Anchors.

## REFINEMENT

We'll bring it all together, taking the research, your feedback and our two decades worth of expertise in this field to determine the final Archetype and Anchors, creating your Capital S Story.

## FINAL MEETING

Here's where we'll present not only your Capital S Story, but a message pyramid featuring key messages based on that story and suggestions for how to begin sharing them with those who need to see, hear and experience them the most.

CONTACT US

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