



Strategic Story Writing

Start with story to build more purpose-driven relationships through content sharing and targeted features that create visibility, credibility, and business growth.

Why is Story Essential?

Crafting your story is essential to create great content that's meaningful and connected to your point of view. Story is what makes you uniquely you and encompasses your personal values, perspective, and professional pursuits. If your story is the source of content creation, it weaves a collection of content that your audience knows is authentically you. And that builds incredible off and online relationships.

In the absence of story, the content well quickly runs dry and feels churned out or driven by external forces. Imposter syndrome can sink in or what you share seems like it could've been anyone's generic post. All of this contributes to content burnout.

Story as it Connects to Transformation, Leadership and Growth

Those that weathered change better throughout pandemic times understood their story (or purpose). Guided by their story, they inherently had more clarity on what next steps to take and when. They knew what would fulfill them and what would leave them empty in their next business move. As a result, many have made decisions with greater risk that led to a shifting marketplace of later-in-life career changes.

People that accept technology advancements understand that as AI forces us forward into a technology evolution, leadership will look different. Business culture is moving toward people being more vulnerable and open about their personal passions (as they relate to career and work) in workplace with co-workers and clients. Increasingly people are seeking transparency in brands and people they work with and are employed by; and people want to give and receive value in meaningful business relationships.

Those that embrace a growth mindset use their story to manifest their next business or career move. When you channel and share your story effectively with others, larger and more aligned opportunities present themselves. Entrepreneurs, employees, and leaders of companies who continue to withhold their more authentic story or hide behind the corporate brand, will be left out these next shifts in culture as people reconnect in person and get back to in-person events and networking.

Sparks of Inspiration

- ◆◆ A high-level banker stepped away from a large bank opportunity to create her own bank focused on entrepreneurs because she knew her story resonated with that energetic spirit. When she saw opportunity unfold, she took a calculated leap.
- ◆◆ A 20-year music educator had dabbled in social media for years, never imagining she'd leave academia for a mostly online world. But she did in 2021. She knew her story was centered around creating harmonious connections for humankind and made the transition without skipping a beat.
- ◆◆ A career-long communications professional went back to school in her late forties to become a therapist because she understood her story and felt called to play a significant role in helping others through counselling. Her patients now benefit from her dual skill sets of communication and psychology.

Story Solves for Challenges

You've heard it said: content is king. Yet many in business are overwhelmed on where to start, unsure of the return of any investment in creating content (especially if the content only has a social media focus), and want to hand the task off to an assistant. Many think their story (especially the personal part) is not interesting enough or doesn't connect to their business purpose. They wonder why others would need to know something more personal about them – can't they just go about business as usual?

No. Here's why:

- Leaders' stories will be more public with the rise of podcast and more authentic conversations. Your audience will anticipate and expect that they'll be able to get to know you on a more personal level.
- Leaders of mid to large size companies have a brand story that's public. They need to fit into their company's brand story, yet be uniquely themselves to be relevant in business (especially in sales and marketing roles).
- Media is more and more attracted to personal stories or personas as they look to cover business issues. They want to understand a leader's influence, communities, and impact when they seek out stories. And authentic, connected stories have more depth and human interest than those from a business perspective (which also has its time and place).
- With the continuing impact of The Great Resignation, companies have (often inadvertently) recognized that their employees are their brand ambassadors and best recruitment strategy. If you're a business that needs to attract, hire, and retain employees, your story as a leader and your existing employees' stories should be accessible.
- Story sharing in the workplace creates a culture of innovation, inclusivity and well-being through empathy.

This Strategic Story Writing Service

Sparktrack created this service based on expertise in story and modern integrated public relations tactics, marketplace relevancy, and the interest of leaders to share their story on a more personal level as it connects to their professional life. Often the rich and lasting story is buried deep and individuals need help drawing it out, articulating it. They also need help repurposing their story to generate media or external features that add key credibility.

CHAPTER ONE: Start with Story

6hrs: \$600 (1-2 mo engagement)

- Interview to capture story (based on a series of prompts)
- Write the story that connects their personal and business why, how; POV
- Develop and present a proposal and strategy to share their story

CHAPTER TWO: Tell the Story

4-12hrs per month: \$400-\$1200 (6-12 mo engagement).

The deliverables will drive the monthly retainer fee and deliverables will be agreed upon two weeks prior to each month. Here is a sample of deliverables:

- LinkedIn articles (LinkedIn training – 3 1hr sessions, additional)
- Social media strategy
- E-News
- PR Ideas
- Podcasts
- Award submissions
- Event Opportunities (speaking, panel, sponsorship, collaboration)

CHAPTER THREE: Evolve the Story

Open for discussion!



It's time to ignite your story!

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It All Starts with Story.