



The 10 new rules of storytelling for brands

1: Go story. The best brands propel themselves forward by creating and telling stories, not just talking features and benefits. Once you have an organising story to tell, you can then bring it to life with a stunning identity, tone of voice and memorable experiences.



2: Tread the hard path.

You can't simply rely on a good product to dominate your category. Great companies dig deep, poke and prod until they uncover their true purpose, a sense of mission and a clear vision of how the world will be better with their company in it.

7: Everything starts with the customer.

First, last, everything. If you're the most important person in the conversation, then it's time to leave before you get booted out.



3: People rock. The best brands are people-made and people-powered. Employees and customers are your go-to storytellers. They are the frontline ambassadors on which everything hinges. Make them feel part of something meaningful, give them the freedom to 'live your story' and your business will fly.



6: The best brands aren't just storytellers, they're story makers as well. There is a saying: 'The brand is what the brand does' – all the storytelling in the world won't gloss over a company that can't execute. Your challenge is to improve the lives of people your business touches so that it becomes their story as well.

4: People buy on emotion and justify with fact. It's like the wings of a bird; you need to create both types of content if you want your business to fly.

8: Show up happy and positive. While the challenges of life get ever more complex, people find comfort in brands that show a positive and upbeat view of the world. In fact, the latest research says 49% of people are willing to pay more for a brand with positive values.

9: People can smell your bullshit a mile off. Be truthful and sincere or risk being alienated.

10: People buy stories just as much as they buy products. Let your customers see themselves in the story you're trying to tell.

5: Reality check. Forget what you're trying to sell, nobody is really that interested.

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