



# Sticky Story

turn your tale into sales

# Workshop Covers

- Your best story and how it connects to your customers
- Three different versions
- Writing tips and links

## IN BLOOM

New floral prints from Ted Baker.  
Exclusive to John Lewis >



Europe: In, Out, or Don't Know? Your Say, Please.  
4 days ago by Philippa Davies



Stained Glass Evening  
Classes starting 4th April  
for 6 weeks : 6pm until  
9pm at Bishop Bevan Hall  
yesterday at 09:40 by Hazel Barham  
in Arts and Crafts



STAINED GLASS  
EVENING CLASS

skilled in the art of cardistry, card magic and a few other tricks. We do not charge hundreds of pounds for a half hour. We are an affordable and friendly service.  
If you wish to contact me please email me on: lucandioan@hotmail.co.uk  
If you can't contact me by email please call on 07503183346



The Drover Cycles Sportive Series continues next month when the focus moves to



Brecon Parcel shop low postage coast 31st march 2016  
2 days ago by John Taylor in Public Information



Brecon Jobs: Fancy Being a Postman/woman? With driving.  
2 days ago by FYI:Brecon in Jobs



Carpet & Upholstery Cleaning  
3 days ago by Autosshine Mobile Valeting in Vehicle Valeting



Clean Machine  
• Carpet's  
• Upholstery  
• Leather furniture  
• Rugs  
CALL TODAY FOR A FREE ESTIMATE 01874 676119 or Email us on cleanmachinerecarpetcleaning@gmail.com

Vehicle Valeting  
3 days ago by Autosshine Mobile Valeting in Vehicle Valeting



Who are we?

Friday 8 April Coffee Morning at Bishop Bevan Hall - Proceeds in aid of the St Marys Church Brecon Roof Appeal 2015-16  
3 days ago by St Marys Church Brecon in Whats On



Funding boost for Brecon 'Cultural Hub'  
3 days ago by Matthew James Dorrance in News



Matthew Dorrance has welcomed the Labour Government's £250 thousand

# The Complete Freelance Writing Course

Create a multimedia writing portfolio for freelance profit and profile

★★★★★ 4 ratings, 1,614 students enrolled

Instructed by Philippa Davies Business / Communications



Preview This Course

Redeem a Coupon

More Options ▾

Lectures	43
Video	5.5 Hours
Skill Level	All Levels
Languages	English
Includes	Lifetime access 30 day money back guarantee Available on iOS and Android Certificate of Completion

Wishlist



# Why Story Matters

- Sense making
- Content retention: 5% stats, 63% story
- Brains connect to story and crave it

# *Your Brain on Story*





# *Your Brain on Story*



# *Your Brain on Story*



# *Your Brain on Story*



- Emotions
- Morality
- Attention – At Tension
- Pattern
- Reassurance



# How Your Brain Storifies

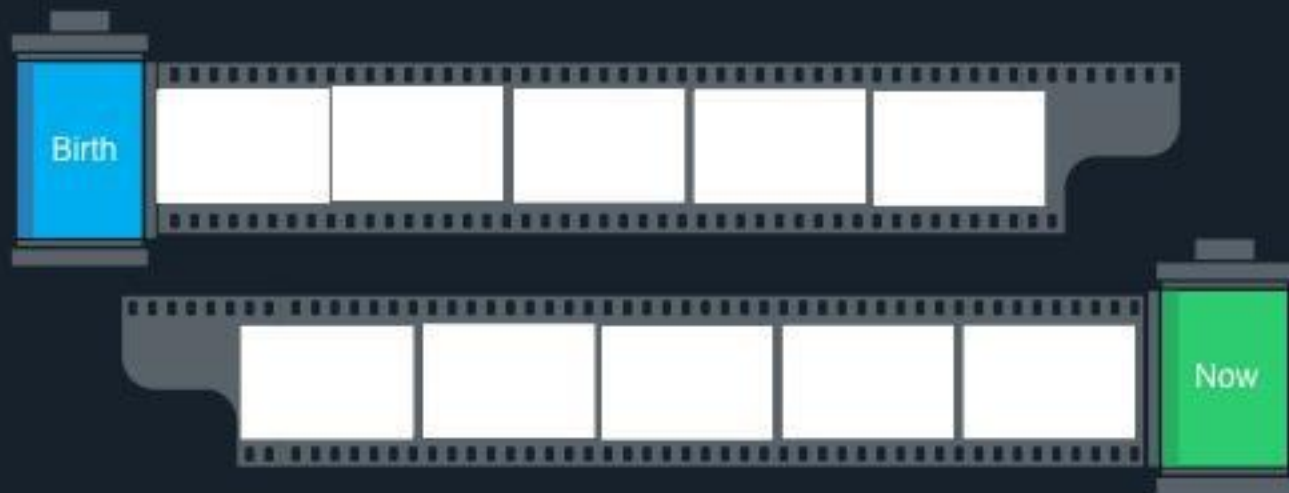


Snake + Ice



# *Your Backstory*

SIGNIFICANT EVENTS



# *Essentials Of Strong Story*



- Desire
- Journey
- Conflict
- Danger
- Agency and Fate

# Story No. 1: You The Movie

<p>Your Backstory</p>	<p>What Do You Desire?</p>	<p>What's Your Journey</p>	<p>What Is The Conflict And Danger?</p>	<p>What Part Does Fate Play?</p>	<p>What Did You Do?</p>
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# Essentials Of Strong Story



- Incident
- Complication
- Climax
- Reversal
- Resolution

(Robert Mckee)

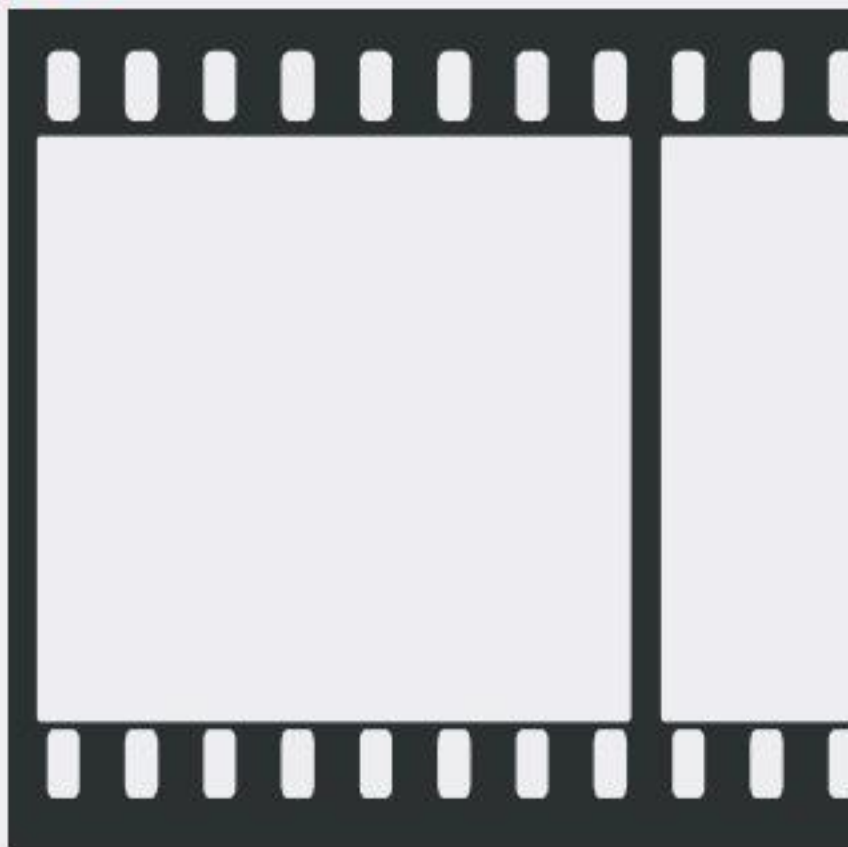


## *4 Stories In Search Of Character*



- Quest
- Rebirth
- Overcoming the Monster
- Rags to Riches

# Story No 3: About Me



# Hope And Story

- Cinderella
- What is the change?
- How can you show this?

A large, central image of David Bowie's iconic 'Ziggy Stardust' persona. He has his signature blue and orange lightning bolt makeup on his face and is making a 'shh' gesture with his right hand.

A TRIBUTE TO THE  
LIFE AND MUSIC OF

**BOWIE**

SAT 16<sup>TH</sup> JANUARY 2016

8PM START FREE ENTRY

DONATIONS COLLECTED FOR MARIE CURIE

# Character: Which Pic Do You Like Best?



1



2



3



4



5

a).....b).....



# Character: Who Are You?



1. Adventuror



2. Carer



3. Good-Lifer



4. Top Dog

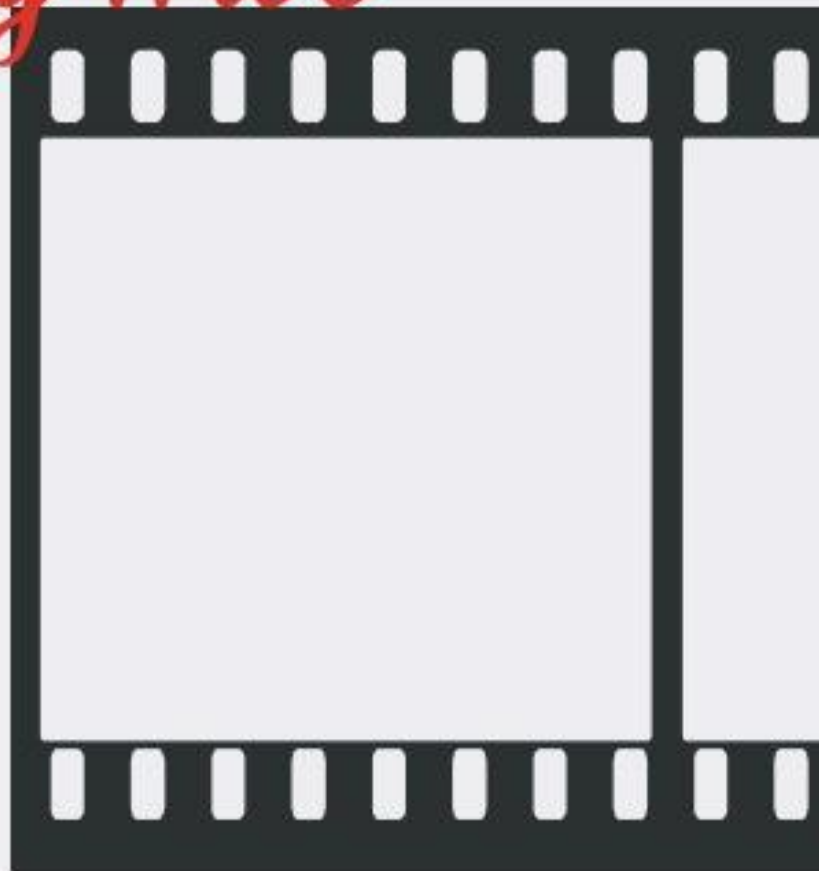


5. Transformer

# Writing for Video

- Show don't tell
- Immediacy via emotion
- What's the least you can say?
- All drama is conflict

# Story No 4: You My Tribe



# Writing for The Web

- Grab at start
- Use Google trends for key words
- Friendly but pro is probably best....
- Use 'you' and maybe 'we' much more than 'I'
- Simple, clear, fluent

# Pro Writer Habits

- Shift from free flow to critical editing
- Imitate: what do they *do*?
- Be a Swiss Army Knife: experiment with software
- Balance inputs with outputs: total immersion



# Links

- **Udemy:**<https://www.udemy.com/the-complete-freelance-writing-course?couponCode=wirewriting>
- <https://www.udemy.com/sticky-story-marketing/?couponCode=wirestory>
- **Robin Good: Masternewmedia**
- **Big Brand System: Pamela Wilson**
- **Copyblogger**
- **Jane Friedman**
- **Your Writing Mind**

# You can find

- My website here : [yourwritingmind.com](http://yourwritingmind.com)
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- And on facebook, linked in <mailto:mrsmotiv@gmail.com>