Why Storytelling Helps Your Business Grow with Rob Burns

with Rob Burns · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Documentary filmmaker Rob Burns says stories work in marketing because people buy from people they know, like and trust.

- [ ] Write down your own founder story: why you started and what you struggled with along the way.
- [ ] Check that your story is about what the viewer will recognize in themselves, not how great you are.
- [ ] Map your story onto the hero story arc: the mission, the setback, the inner battle and the way through.
- [ ] Include real failures and how you overcame them; don't invent anything.
- [ ] Show your work through the people it helped, the way the Humble Design film did.
- [ ] Say no to groups or opportunities whose values don't match yours.
- [ ] Clear out stuff you don't need with some round filing.
- [ ] Try a nested-list tool like WorkFlowy for big projects, tagging each person next to their tasks.

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