



Tell To Sell: Harness the Power of Storytelling to Build Your Brand

Cindy Stagg

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Why Storytelling?

Are you part of the new revolution of **creative entrepreneurs**, trying to get yourself and your brand recognized? Do you have a great product or service but just don't know how to get it noticed? You know **storytelling** is important to your brand, but maybe you're just not sure what your story is or how to tell it. Whether you're a "one man show" or an established business with employees, it can be difficult in the sea of online marketing, viral videos, mommy bloggers, adventure photographers, and even foodies to get yourself noticed, let alone make your brand stand out. The old way of advertising was to offer a list of features, maybe sing a catchy jingle, and tell someone that they needed your product. That was a great formula before social media.

But things have changed.

The new way has actually been around longer than the written word: it's called **STORYTELLING**. Human Beings are naturally wired to be drawn to stories - our brains actually crave them! In this easy-to-digest, actionable book, Cindy Stagg show you the steps you can take right now to tell a **powerful brand story** that will **resonate** with customers and **align** them to your brand.

By drawing on her own personal experiences, Cindy walks you through what she calls **The Kitchen Table Phenomenon** and gives you the three keys essential to powerful storytelling.


Tell to Sell gives you actionable steps you can take right now:


- You will learn **WHY** your brand needs a story and how to benefit from it
- Learn the three crucial keys necessary for powerful storytelling and brand alignment
- How to develop and tell a great story
- How to use your story to align both employees and customers alike to your brand

Tell to Sell is a quick read that will give you lasting benefits. It provides you with the tools you need to start developing your story. Whether you're just starting out or looking for a fresh way to sell your existing product or services, you'll find plenty of useful information to get you on your way to brand alignment.

So...what's **YOUR** story?

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Maxine Whitley:

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research when he makes this book. Honestly, that is why this book acceptable all of you.

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