

Press the Damn Button: How to Create a Memorable Storytelling Strategy

Whether you're a leader in a Fortune 500 business, a small business owner, or an entrepreneur, every person [and every brand] has a story to tell.

In this program, Brian shares his game plan for the importance of telling your story, how to stand out from the noise, and where to get started.

The idea of branding your story or putting yourself out there can seem a little scary, but the days of allowing your work to speak for itself are over. There's too much competition. This program teaches the value of telling your story and the vehicles through which it will be heard.

Customers aren't looking for a fancy new sales pitch – they want to feel part of a bigger story. Smartphones and social media have transformed how we create and consume content, network with clients, and humanize our business. Today we must embrace a world that's hyper-connected that requires on-demand access to people, places, and experiences. We must become more relatable.

It doesn't matter if you're starting a blog, launching a podcast, going live on Facebook, or creating a video series for YouTube, you must shift your mindset, create a strategy, and most importantly... **PRESS THE DAMN BUTTON!**

Audiences will walk away inspired and motivated with an understanding of the following:

- How to create a memorable storytelling strategy
- The importance of relatability, authenticity, transparency, and trust in sharing your story
- How to create content where you're most comfortable, while focusing on the platforms where your customers and community are engaging
- Perfection is a fairytale
- Transparency doesn't guarantee trust and authenticity, but when leveraged strategically it becomes the key to growing a community and being relatable in this always-on world
- Why your vulnerabilities and limitations become your strongest assets for connecting and fostering digital relationships