



Your Unstoppable Brand: The practical guide to engaging your ideal customers through the power of stories

Janet Wentworth

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Your Unstoppable Brand: The Practical Guide to Engaging Your Ideal Customers through the Power of Stories is a workbook for the small business owner who needs to attract more ideal customers.

Constrained by lack of budget, staff, marketing experience or technical support, small business owners face formidable challenges. At the same time, they also have an even stronger advantage: a business based on their passion for what they do and their connection to their ideal customers.

But how do you convey your passion? How do you connect with your ideal customers? The answer is the humble story!

We take stories for granted. We hear them as children, and we repeat them to our own children. We enjoy stories in books and movies and television programs. Stories engage, entertain, and educate us every day. Why is it business owners don't think of stories for their small business marketing? Because they don't understand the power of stories, and they don't know how to get started. **They have not discovered that their own authentic stories may be their best marketing tool.**

There are many excellent books on the subject of why a business should use stories. Unfortunately while most of them provide great inspiration, they fail to show how a small business owner can learn to write and use stories for their marketing. The usual suggestions of "get your marketing team together" or "bring in your advertising agency" do not apply to the small business.

Your Unstoppable Brand: The Practical Guide to Engaging Your Ideal Customers through the Power of Stories is designed to fill this gap. *Your Unstoppable Brand* is the roadmap for small business owners who want more than just an understanding of why stories are so powerful—they need specific directions on how to learn the techniques of developing stories, and how to integrate them into their marketing to create a successful and profitable story-based brand. This is a workbook for those small business owners willing to put the ideas presented into action.

Your Unstoppable Brand covers:

- Why stories are important
- The benefits of marketing stories
- Examples of brands using stories
- Exercises to get you writing your own stories
- How to identify your Ideal Customers, and how to write stories that will appeal to them
- Ways to improve your stories
- How to build your brand with stories, including story elements that appear in your packaging, emails, testimonials, presentations, staff meetings, and more
- Tips on how to develop the story habit

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Debbie Davis:

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