

The logo for rip media group, featuring the text "rip media" in white and "group" in a smaller font below it, all contained within a light blue speech bubble shape.

rip media
group

The 10 Rules of a Great Business Story

*Tell the stories that inspire your
customers to take action*

www.ripmediagroup.com

888.899.8910

Everybody has a story...

What makes yours different?

You'd love to find a faster, less frustrating way to have great 'brand stories', but all you can see is the sizzle of those 'experts'.

The brands that took the time – not very much time – to develop quality stories found that they generate the right customers will DO THE WORK FOR YOU, and INSTEAD OF YOU.

They will actually make you money and save you time.

This guide hands you the fundamentals of the 10 rules of storytelling that will help you create an engaging and captivating narrative for your audience.

So, whether you're a marketer looking to spruce up your content, or a founder working on your pitch deck, using this guide, will help you tell your story in a way that engages and inspires others.

Below is a video explaining: The 10 Commandments of Great Stories

After watching this video, use the next pages as your worksheet to make notes on how YOUR BRAND can use them to tell your unique story.



10 Rules of Your Story



1

Know your audience

Notes What/who is your Ideal Customer Profile (ICP)

2

Disrupt

Notes: How can you shock them into seeing you

3

Sell the Hole (Sell Benefits, Not Features)

Notes: What problem is solved for your ICP?

4

Focus on the Experience

Notes: What is better ICP's life?

5

Raise the Stakes

Notes: What happens they say no?

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K.I.S.S. (Keep It Short & Shareable)

6

Notes: What is your elevator pitch?

Maintain the Mystery

7

Notes: What can they learn tomorrow that adds more value?

Everyone Loves an Underdog

8

Notes:

Keep it Relatable

9

Notes:

Conflict is Interesting

10

Notes:

When you finish this guide and if you need more info on how to get better at storytelling, consider checking out 'Lights, Camera, Sales' our marketing masterclass, or just talk with us.

We can guide you or create what you need, from Videos, Elevator Pitches to Pitch Decks that sell.



To learn about how to tell stories that inspire your customers, contact a solution expert at **Rip Media Group**

Contact Us