



The right words for all corporate needs

WordWrite StoryCraftingSM

Public relations that works because it relies on the fundamental power of your story

In the 21st century, the traditional cookie cutter approach to public relations is dead. In a world inundated by competing information and messages, the audiences you want to reach are hungry for meaning, yet they struggle to find it. You can provide meaning by telling your story, if you tap the ageless power of storytelling.

WordWrite StoryCraftingSM is a revolutionary process that remakes public relations to deliver business results. StoryCrafting delivers results because it captures your organization's authentic, lucid story and adapts the powerful techniques of successful storytelling to deliver a plot, roles and story arc that give you a tangible direction of where, when and how to tell your organization's great story. When your company's business story – its purpose, its value in the marketplace, its opportunities – is told by those within your organization best suited to tell it and understood by the audiences who need to hear it, you take the first step toward a relationship with them that can positively influence the success of your business.

Charting a course for success: StoryMappingSM

StoryCrafting begins with a 30-45 day Phase I that we call StoryMappingSM. Four collaborative meetings that carefully chart the elements of your authentic story drive our StoryMapping process. Working with you, WordWrite crafts your story specifically for your audiences. From this intensive, collaborative process, your story emerges as a clear, compelling and effective touchstone that drives all of your communications. Your organization's story is shaped to effectively present your purpose, and how you achieve it, and just as important, to provide your audience ways to engage and respond to those leaders in your organization who are best suited to tell your story.

WordWrite's initial collaboration begins with a top-level review of your business and market environment and helps identify the trends and issues most relevant to your audience. Tapping the reservoirs of powerful stories from history, popular culture and modern business success, StoryMapping adapts a powerful story archetype to create a custom narrative that is your organization's authentic story that meshes with your daily business reality.

This detailed, integrated story narrative, like the draft for a great play or film, or the outline of a great book, is the map that guides your staff in sharing your great story to deliver results. WordWrite's exclusive StoryMapSM is a comprehensive plan of what

story to tell, and where and when to tell it, including the tools and techniques to accurately measure its influence on your targeted audiences and thus, its results.

The greatest story ever told: Yours

A great story is only great once it is shared. So it is with your organization's story. Phase II of a WordWrite StoryCrafting engagement, or StorySharingSM, as we call it, is focused on bringing your StoryMap to life by sharing your great story with everyone who needs to hear it.

When, where and how your story is told is determined by the work we've done together in the StoryMapping phase. Too many marketing or public relations campaigns begin at the level of tactical execution — how many press releases, what kind of events, etc., without first determining the story to be told.

This is the fundamental difference in WordWrite StoryCrafting that enables our clients to enjoy better results — decisions on how to allocate resources are made only AFTER determining the story to be told, and confirming how its results will be measured. Without determining the plot of the story, the roles that will bring the story alive, and the look and feel of the story's happy ending, how can an organization ensure that it enjoys the results that it seeks from its story?

In the WordWrite StorySharing phase, every strategy, tactic and activity is selected to further the story. And every strategy, tactic and activity is continually measured to assure that results are delivered.

As in a great stage performance, we "read the audience" again and again to ensure that your story is heard. By reading the audience, we assure that the sharing of your story is adapted to respond to what the audience wants to know about your organization. Just as in crafting your story, reading the audience with WordWrite StoryCrafting is authentic and reliable. This is because StoryCrafting includes specific strategies to measure audience impact and integrate that feedback into the telling of your story throughout the Phase II StorySharing component of our work together.

By constructing an effective story, by sharing it most appropriately, and by asking the audience for feedback, WordWrite works with you to ensure that your organization enjoys a true dialogue with those you want to reach.

For your organization, the greatest story ever told is its own —the unique, authentic and compelling narrative that defines your reasons for communicating with the audiences you seek to engage. Whether your purpose is to sell, influence or educate, in the 21st century, only the ageless power of a story well told can break through the clutter of information overload. And only a process that's designed to tap the power of YOUR story can deliver results. This is the power of WordWrite StoryCrafting.

What's your great, untold story? We want to help you share it.