

**STORYBRANDING MEDIA KIT - 2014**

# STORYBRANDING 2.0

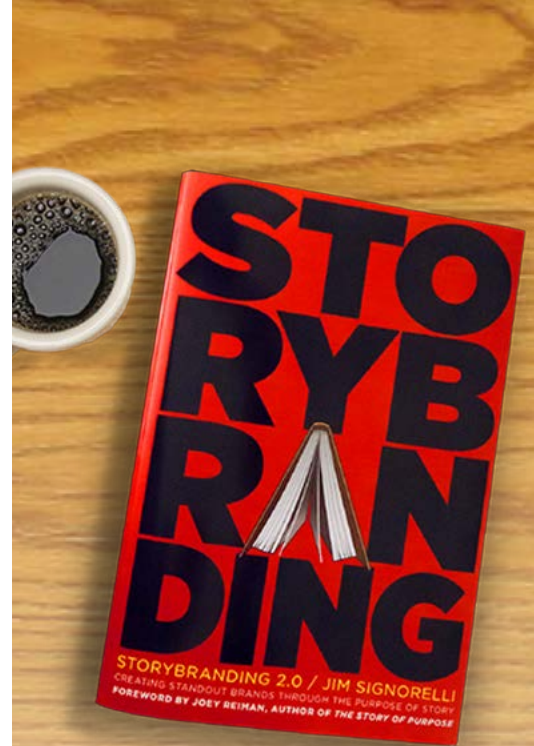
**ADVERTISING EXPERT JIM SIGNORELLI** created the concept of StoryBranding to show businesses big and small how to establish brands that rival the best through effective storytelling.

The most well-known and established brands have become so because they each have thoughtfully designed a story that they've told. Characters, plot, theme, and all of the elements of sound storytelling should be created and fully incorporated into a brand's story. Jim Signorelli's informative and engaging presentations teach audiences how to conceive and integrate these elements into their own brand story.

Drawing on his thirty-year career as an advertising executive working on Fortune 500 accounts and years of research on the application of story principles to branding, Jim Signorelli is highly adept at crafting meaningful and informative presentations in a credible and authentic way.

Jim's entertaining and engaging style resonates with audiences of all sizes. Packed with takeaways, Jim's speeches are constructive and relevant, and his presentations equip attendees with directly applicable how-to tips they can put to work right away.

As a result, audience members have honored him with the distinction of "Most Valuable" presenter and given him the highest ranking available for "meeting the audience's needs." Such high praise and recognition speaks volumes for Jim's ability to deliver results.



## SPEAKING TOPICS

- StoryBranding Workshop (half day or all day session).
- Creating Standout Brands Through the Power of Story
- "If you have a birth certificate, you are a brand."  
—Personal StoryBranding
- How to Stand Out When Everyone is the Same.
- Don't Start a Business. Start a Story.
- Get Your Head Out of Your Ads
- The 6-C's of StoryBranding
- Why Do We Resist Persuasion?

[www.jimsignorelli.com](http://www.jimsignorelli.com)

Book your next talk with Jim at  
[jim.signorelli@eswstorylab.com](mailto:jim.signorelli@eswstorylab.com) today  
312 - 762 - 7400

## WHY WOULD A 30-YEAR ADVERTISING VETERAN CLAIM THAT MOST ADVERTISING IS A WASTE OF MONEY?

Having worked on many famous brands as an advertising executive, Jim Signorelli has firsthand knowledge of how much time, energy, and money is being wasted on advertising and brand marketing. “It’s readily apparent that people like to buy, but they don’t like to be sold,” says Jim. “Then why do we feel it is so important to push, to prod, and to brag about features and benefits?”

Faced with this question, Jim studied highly successful brands and people. What made them successful is only somewhat related to performance. What made them successful are the empowering stories their audiences willingly attached to them.

Drawing from the principles of story, Jim then developed a model that has helped both brands and people become more persuasive. Many books talk about the power of storytelling as a persuasion device, but this is not one of them. Jim believes it’s more important to become a story than to tell one. And he shows how it can be done for all brands, big or small, for any product or service. StoryBranding is applicable to personal branding as well. “If you have a birth certificate, you are a brand,” he says.

An easy, entertaining, and educational read, this revolutionary book on branding has been called “a must read” by critics and marketers across the globe.

Download an excerpt of StoryBranding for free on [www.eswpartners.com](http://www.eswpartners.com)



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# MEET JIM SIGNORELLI



**JIM SIGNORELLI** has always had a passionate interest in advertising. As a paperboy, he would build his subscriber base by markettesting inserts he composed. “If you buy from me, I promise not to throw your paper in the bushes,” won out over, “You need the news, I need the money.” That passion led to a career in advertising that spanned more than thirty years.

Jim is the cofounder and CEO of esw StoryLab, a Chicago-based full-portfolio marketing firm that was recognized by Inc. magazine three times as one of the fastest growing independent companies in the United States. Prior to cofounding his own agency in 1999, Jim earned his B.A. and M.A. in advertising from Michigan State University and established himself as an advertising executive at major national advertising agencies, including N.W. Ayer, W.B. Doner, Marsteller, Lois USA, and Frankel & Co. His clients have included Citibank, General Electric, Toshiba, Burger King, Arby’s, KFC, International Harvester, Blue Cross/Blue Shield, McDonald’s, The American Marketing Association, and many others.

As esw StoryLab grew, Jim became a story buff. He set out to understand why stories are so powerful and how branding and advertising can benefit from the story structure. His bestselling book, *StoryBranding: Creating Standout Brands Through the Power of Story*, is the result of three years of research on the subject. His newest title, *StoryBranding 2.0* was released in February 2014. When he’s not running his agency, Jim is an avid golfer, tennis player, and musician. He and Joan, his wife, live in Evanston, Illinois.

## HONORS

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- Founder of a three-time recognized Inc. 5000 company
- “Most Valuable” presenter at the Northwest 2010 Communications Conference
- BA and MA in Advertising
- 2010 Smart Leaders Award from US Bank

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# ABOUT **ESW STORYLAB**

**ESW STORYLAB** is an employee-owned, full-service agency staffed with experienced advertising experts. As a full-portfolio marketing firm, they have virtually all capabilities and resources that most clients need, all in one place. Their integrated efforts allow their clients to save money and time by avoiding the need to coordinate among multiple firms.

esw StoryLab is focused on creating engaging marketing communications that build brand stories based on the parallels between stories and brands.

Understanding a brand's characters, plots, and themes helps them understand how the brand story should be told. They call it StoryBranding.

In a very short time, esw StoryLab grew from three people to become one of the twenty largest agencies in Chicago. Crain's Chicago Business cited it as one of Chicago's fastest growing agencies and Inc. magazine has named it one of the fastest growing companies in America three times.



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# PRAISE

“The Northwest Communications Conference was a huge critical success and a sell-out. This success was based upon getting world-class keynote speakers like Jim Signorelli. Jim presented material from his book, StoryBranding. Based on a survey of attendees, Jim scored the highest score for all presenters in ‘meeting the audience’s needs,’ and his ideas were considered the ‘most valuable’ of all presenters.”

— **K. J. MCALLISTER, DIRECTOR AT LARGE,  
BOARD OF DIRECTORS PUBLIC RELATIONS SOCIETY**

“It was a pleasure and honor to give the stage to Jim Signorelli for our opening keynote presentation at our Media Masters Event. Jim quickly captured the audience’s attention and held it solid for the entire 45 minutes. Jim mixed emotion and humor, which endeared him to the audience, and challenged the attendees to look at their marketing and their business with new eyes [using] powerful visuals and solid content.”

— **BOB REGNEARUS, COACH, AUTHOR, SPEAKER, AND CO-HOST  
OF THE GAME CHANGERS RADIO SHOW ON AM560-WIND**

“Jim Signorelli delivers his presentation with passion and as we predicted, he ignited the imaginations of our attendees. His talk was so impactful his message was heard in hallway conversations throughout the entire day. If you want to grab your audience’s attention, you need a dynamic, entertaining speaker to inspire them to action. Jim Signorelli will give them fun, thought-provoking, and transformational action items. Put him on the top of your list!”

— **MARK IMPERIAL , EVENT PLANNER, MEDIA MASTERS EVENT**

“All marketers should read Jim’s book, especially those who haven’t embraced storytelling. It not only drives home the efficacy of storytelling but also offers a road map for leveraging this tool to uniquely communicate the human essence of a brand. Thought-provoking and useful book.”

— **DENNIS DUNLAP, CEO, AMERICAN MARKETING ASSOCIATION**

“We all use stories to communicate with each other—families, friends, or business associates. Jim has captured the essence of how to become a good story that not only resonates with the listener but drives home the message in a clear and concise fashion.”

— **RUSS UMPHENOUR, CEO, FOCUS BRANDS**

“Jim uses humor and stories brilliantly to provide a road map for making your brand stand out. Everyone loves a great story: listen to his tales and let everyone love your brand. This is a book that is tough to put down.”

— **SAL SREDNI , PRESIDENT AND CEO, TRADESTATION GROUP**

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# FAQs

## Q. HOW IS THIS BOOK DIFFERENT FROM OTHER BOOKS ABOUT BRAND STORYTELLING?

A. Few books on brand storytelling discuss how to *find* your brand's story. It's often found hiding under advantage and benefit claims. The latter is important, but an authentic story is different if not impossible to copy. Additionally, the power of a brand's story is directly related to customer loyalty.

## Q. IS IT DIFFICULT TO "FIND" A BRAND'S STORY?

A. If you can answer in one sentence the single belief of value that explains why your brand exists - and one that will resonate most with prospects - you should have no problems. If not, this book will guide you through a number of successful techniques and methods to help you meet this challenge.

## Q. STORYBRANDING IS AN APPROACH USED TO GIVE PRODUCTS AND SERVICES STRONGER, MORE COMPETITIVE BRAND IDENTITIES. BUT CAN IT BE USED FOR PERSONAL BRANDS, AS WELL?

A. Yes. If you have a birth certificate, you are a brand. The same approach applies.

## Q. WHY DOES STORYBRANDING USE STORY STRUCTURE AS THE MEANS TO HELP BRANDS POSITION THEMSELVES?

A. Often brands try to hard to make emotional connection with their audiences. Stories do this without getting in their own way. Drawing on the structure and logic of stories helps brands bond with their audiences, similar to the way a well-told story does.

## VIDEOS



### STORYBRANDING

<http://youtu.be/M983IZFV4I0>



### JIM MAKES THE NEWS

<http://youtu.be/Pe8h1PzAPAk>

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