



The Storyteller

Communications & Marketing

Storytelling Packages

Brand Story Activator | \$450 risk-free*

Sometimes, the most difficult part of putting pen to paper when crafting our story is to choose what to share exactly. We feel we don't have anything interesting to say. Or that certain details are especially relevant when they're not. Worse, we might be tempted to focus on elements that can affect our brand's authenticity.

If you are a DYler, a wordsmith or on a tight budget, the Brand Story Activator will help you identify the most important and impactful aspects of your story to communicate while shedding new light on your own perception of your entrepreneurial journey.

Following a videoconference interview and brainstorming session, you'll receive a **personalized storyline** highlighting the key elements to include in your brand story and storytelling strategy, as well as a briefing on that storyline. You'll also gain **exclusive access to our "Crafting Your Brand Story Guide"**, a super useful tool to support you in developing your narrative and putting your brand story in writing.

**If you realize you'd rather have The Storyteller take over your storytelling, purchase the Brand Story Takeover or the Brand Story Journey within 3 months of your original purchase and receive a discount equivalent to your investment in the Brand Story Activator - your initial purchase won't have cost you a dime!*



The Storyteller

Communications & Marketing

Storytelling Packages

Brand Story Bible | \$1,100

Beyond your brand story itself, brand storytelling plays an important role in building a sustainable and authentic marketing strategy and should be integrated in your everyday tools and messaging to maximize impact.

The Brand Story Bible is **for the planner or the strategist at heart** who wants to understand how to include storytelling within a wider strategy or simply needs guidance on how the hell to position the business for the long term.

The 'Bible' sets the record straight as to what your key messages should be to better engage and connect and includes personalized recommendations, examples and samples so you can understand how to leverage brand storytelling and how to communicate in an inspiring and genuine way across different communication and marketing tools and channels.

Brand Story Takeover | \$2,000**

With this one, not only do you get your Brand Story Bible, we'll also write your story for you. Plus, you'll get a 6-month editorial calendar, which means you'll no longer have to try to figure out what to talk about in your upcoming social posts, newsletters and blog posts. No more brainstorming hassle, we'll give you a list of topics to write and talk about by week and month based on your very own strategic objectives and personalized Brand Story Bible!

This is for you if you want to put storytelling to use in your overall marketing strategy, feel you'd rather delegate the crafting of your story to the pros and regularly struggle to find content ideas that are both interesting and on point.

***OR \$1,550 if you've purchased the Brand Story Activator in the past 3 months*



The Storyteller

Communications & Marketing

Storytelling Packages

Brand Story Journey | \$4,350***

Officially embark on your Brand Story Journey! With this 'done for you' option, we'll include the Brand Story Bible in addition to new or revised written content for up to 6 pages of your website, a mini social media strategy, a 6-month editorial calendar, 2 blog posts and 2 consultations to advise you on making your marketing more sustainable and inclusive.

From there, sky is the limit!

Want to revamp your website? Embrace storytelling through beautiful photography? Translate your contents to reach a wider audience? More content marketing support?

We can help you with all of this and the beauty of the Brand Story Journey is that it will give you **a taste of how we can support you and become your sustainable, authentic marketing ally for the long haul.**

****OR \$3,900 if you've purchased the Brand Story Activator in the past 3 months*