

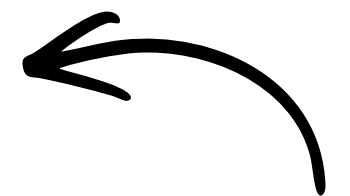


a mini story-pitch workshop

how to motivate customers with story

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Download the
presentation

Do you sometimes feel **overwhelmed** by marketing & **unsure how to stand out** to attract customers?

A **story-pitch** will help you focus your marketing language so that you can clearly communicate your value to your customers, giving you more time to focus on the aspects of your business- and life- that you enjoy.



Introduction

Name

Farm Name

Describe the “essence”
of your farm in **ONE** word

(big picture, long term)



THE FOREST **brand** **marketing**

Promotes a brand as a whole, using products & services as proof points that support the brand's promise.

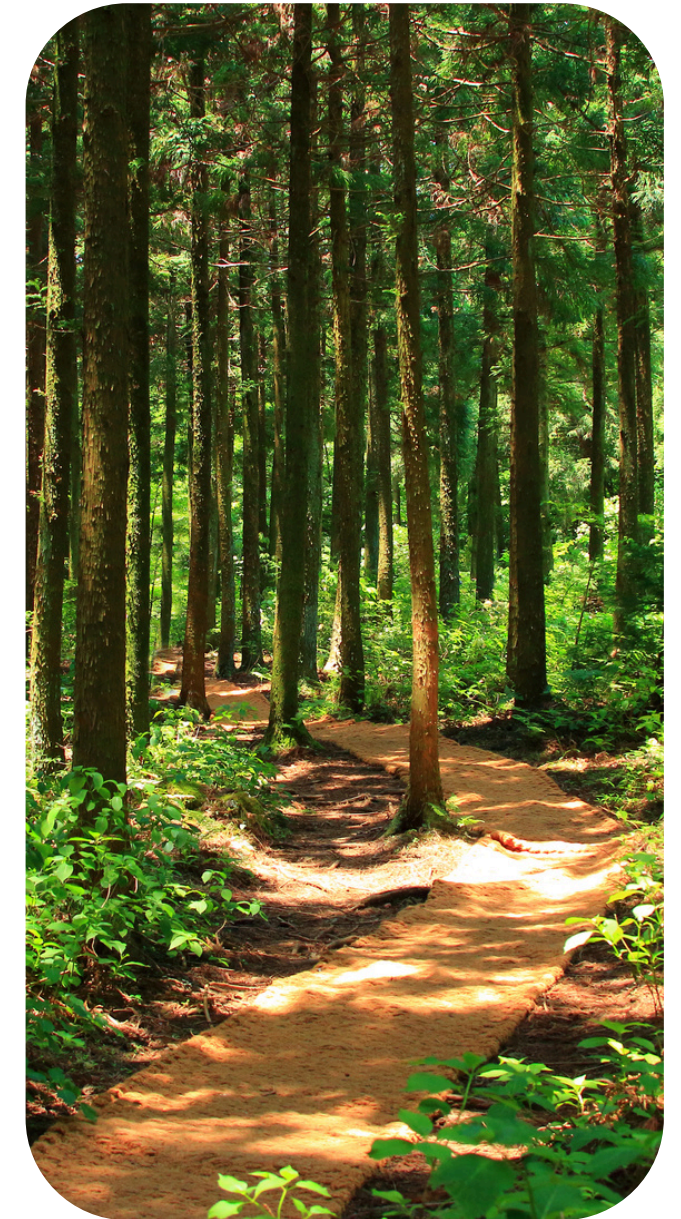
Nurtures customer relationships.

(Individual product focus)

THE TREES **product** **marketing**

Features a product (or line of products) in marketing channels like social media, email, etc.

Generates product demand.





***a good product =
value***



“A product is something your customer is willing to pay for in exchange for a benefit that it gives them.”

Mixed bouquets
Custom arrangements
CSA shares
U-pick experiences
Workshops
Etc.

Sierra Flower Farm

How can we **summarize our offer**
so that people pay attention?

a study by headstream found
that when people love a brand's
story:



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story:

- 55% are more likely to buy
the product in the future



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story:

- 55% are more likely to buy
the product in the future
- 44% will share that story



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- 55% are more likely to buy the product in the future
- 44% will share that story
- 15% will buy the product immediately



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people crave genuine
connection with brands -
stories make this happen





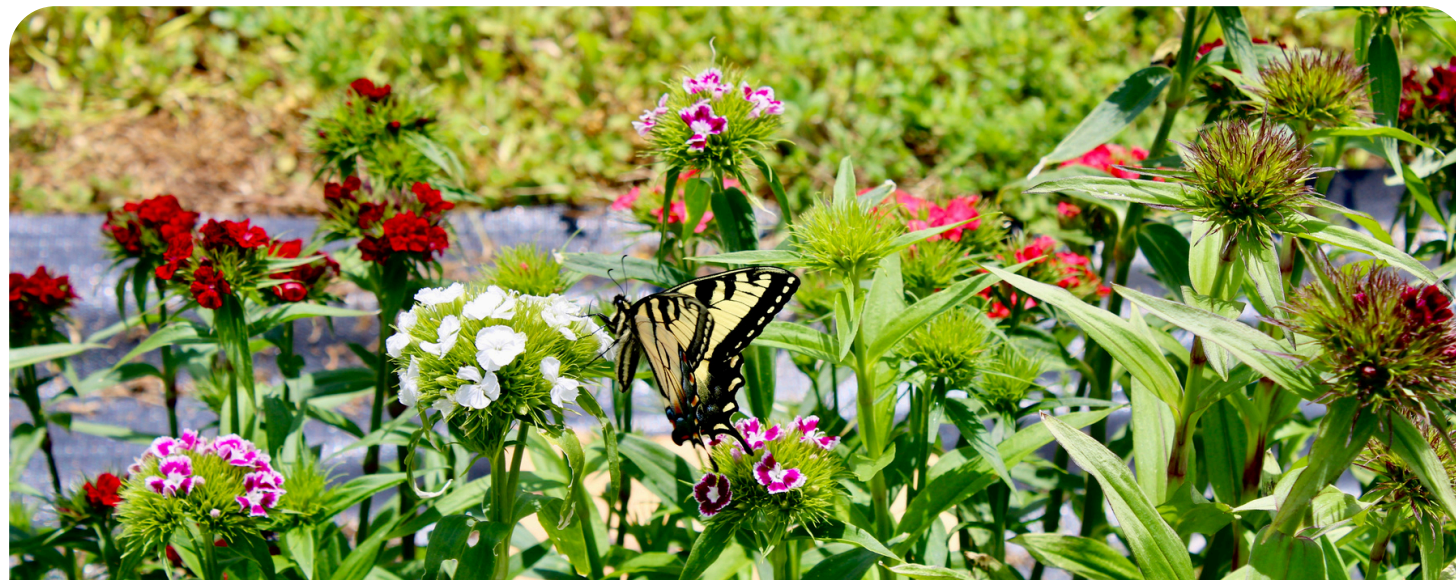
What is a story pitch?



***your story isn't
about you.***



***it's about your
customer.***





your story
≠
your WHOLE LIFE STORY

HOW CAN YOUR CUSTOMER SEE THEMSELVES
IN THE STORY YOUR BUSINESS IS TELLING (&
SELLING)?

What part will your business play in improving the
life of your customer?





don't assume your
customer knows how
your business will
improve their life.

tell them.



a quick guide to
***designing a
story that your
customer can
see themselves
in.***



Heavy rains, injuries, and no free time can cause a beautiful lawn to become a jungle in suburbia. We manage suburban lawns, garden beds, and the mowing of acreage efficiently and professionally. Our clients get their time back to do the things they love, to rest, and enjoy life without the worry of lawn care.

gardening company (resultsandco.com)

Life's busy. We get it. Our Flower CSA makes it easy to bring farm-fresh beauty into your week without adding another thing to your plate. Simply swing by, grab your bouquet (the biggest and best we grow), and get back to life.

Local. Sustainable. And Ready When You Are.

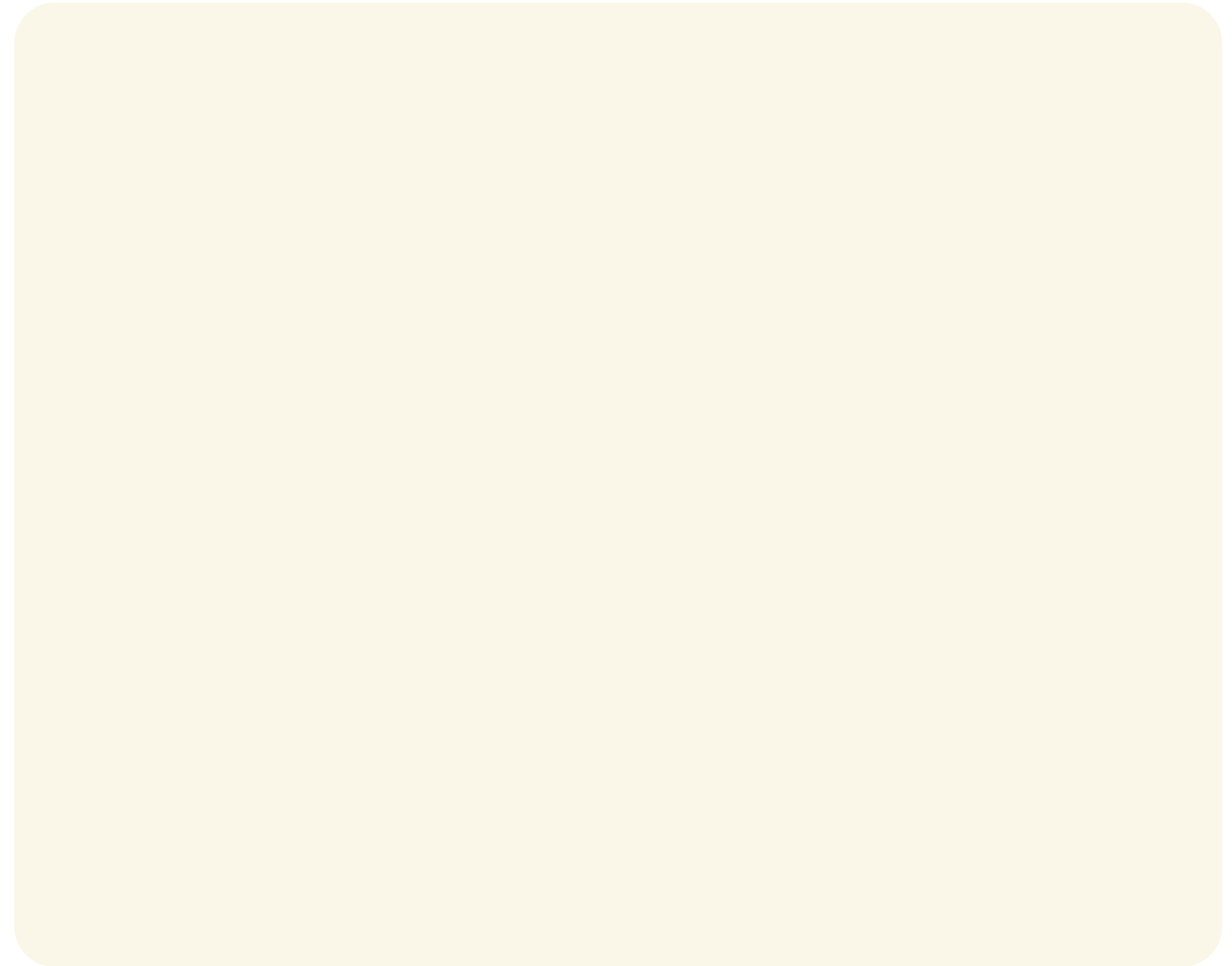
Wildroot Flower Co.

designing a story pitch

the problem

the solution

the result



designing a story pitch

the problem

***external
internal
philosophical***

example

who's problem? your customer's problem.

- what pain points are your customers feeling?
- what problem batters them the most?
- you want your audience to think “ah! that’s me! I feel that way!”

Example: unconventional bride having a hard time finding floral arrangements that feel authentic to her

designing a story pitch

the solution

example

every single product we buy, we buy because it does something for us.

- connect your solution to your customer's problem
- keep it simple, clear, concise (not cute or clever)
- use your name in the solution

CCD Florists offer dozens of aesthetic options and our event team handles the stress leaving you with, beautiful personalized floral arrangements for your big day

designing a story pitch

the result is the success your customer will have.

- could be your “why” - why do you do this work?
- speak to what it is like to do business with you, not what you do or how good you are
- make the result the happy ending your customer wants

the result

happy, relaxed bride that has flowers that feel like her

example

designing a story pitch

the problem

Are you an unconventional bride having a hard time finding floral arrangements that match your vibe?

the solution

CCD Florists offer dozens of aesthetic options and our event team handles the stress leaving you with, beautiful personalized floral arrangements for your big day

the result

So you can just be you & enjoy your day in the midst of flowers that really feel like you.

Example: high-end florist shop

Flowers send a meaningful message to the people you care about, and old-school, traditional designs feel impersonal and cold.
We create bespoke, artisan bouquets which give you modern, stylish new options for speaking straight from the heart.

the problem

Example: high-end florist shop

Flowers send a meaningful message to the people you care about, and old-school, traditional designs feel impersonal and cold. We create bespoke, artisan bouquets which give you modern, stylish new options for speaking straight from the heart.

the solution

Example: high-end florist shop

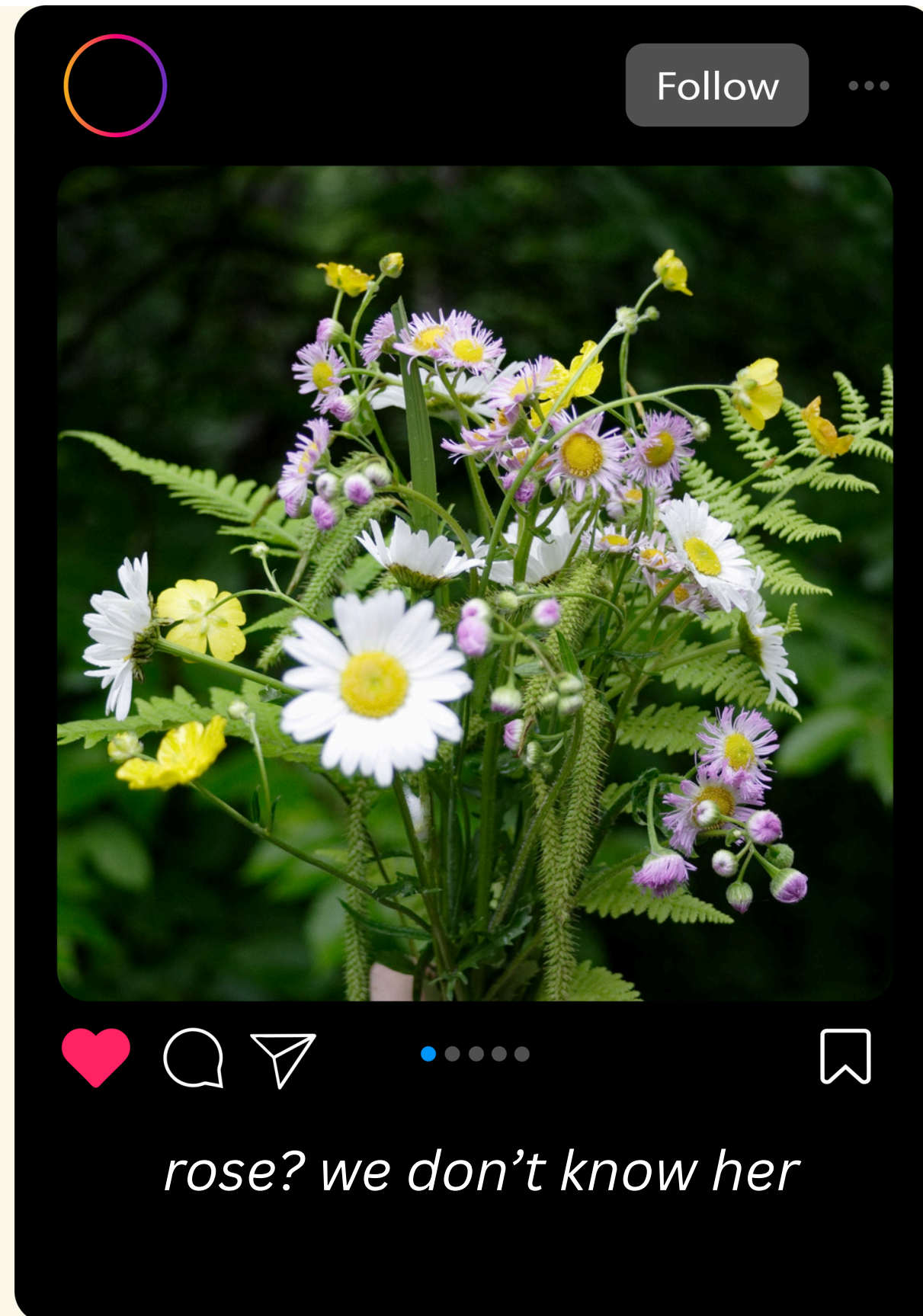
Flowers send a meaningful message to the people you care about, and old-school, traditional designs feel impersonal and cold. We create bespoke, artisan bouquets which give you modern, stylish new options for speaking straight from the heart.

the result



***once you have your
story-pitch , what do
you do with it?***

- add it to your email signature so every communication reinforces your brand goals & standards
- make it your bio text on social media
- add it as a tagline on business cards
- teach it to your employees to answer the question “what does your farm do?”
- use it to inform your social media posts and newsletters



using your story pitch to inform social

your story-pitch serves as a **foundation for all your social media content, ensuring a consistent message that resonates with your audience.** Every post, image, or video can subtly reinforce this core message.

expand on the problem, solution, and success aspects

story pitch cheat code

- Create your initial story pitch using the formula (problem, solution, success)
- Go to ChatGPT and use the prompt, “Make this clearer and punchier” and then paste your story pitch
- Edit as needed
- Make it your own

cheat code #2: email us



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why create a story pitch?



An effective story pitch **helps people understand what you do and why they need your product or service.**



***let's
chat!***

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