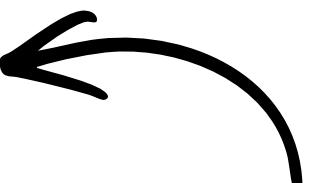




# *a mini story-pitch workshop*

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.



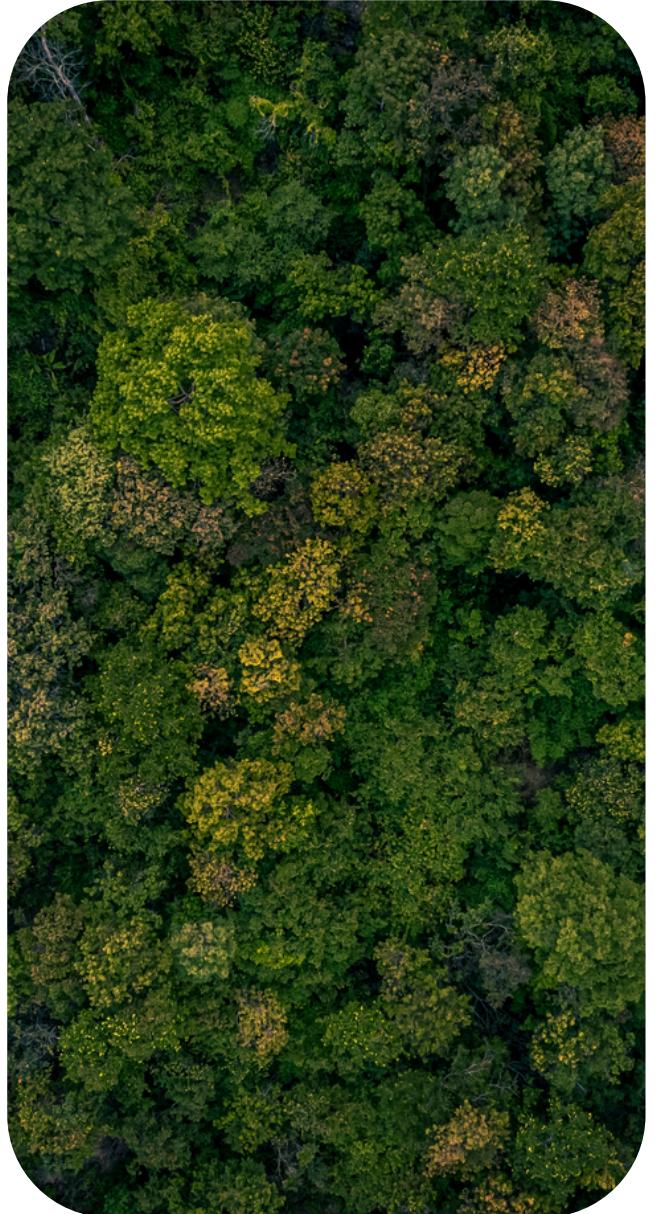
## ***Introduction***

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.

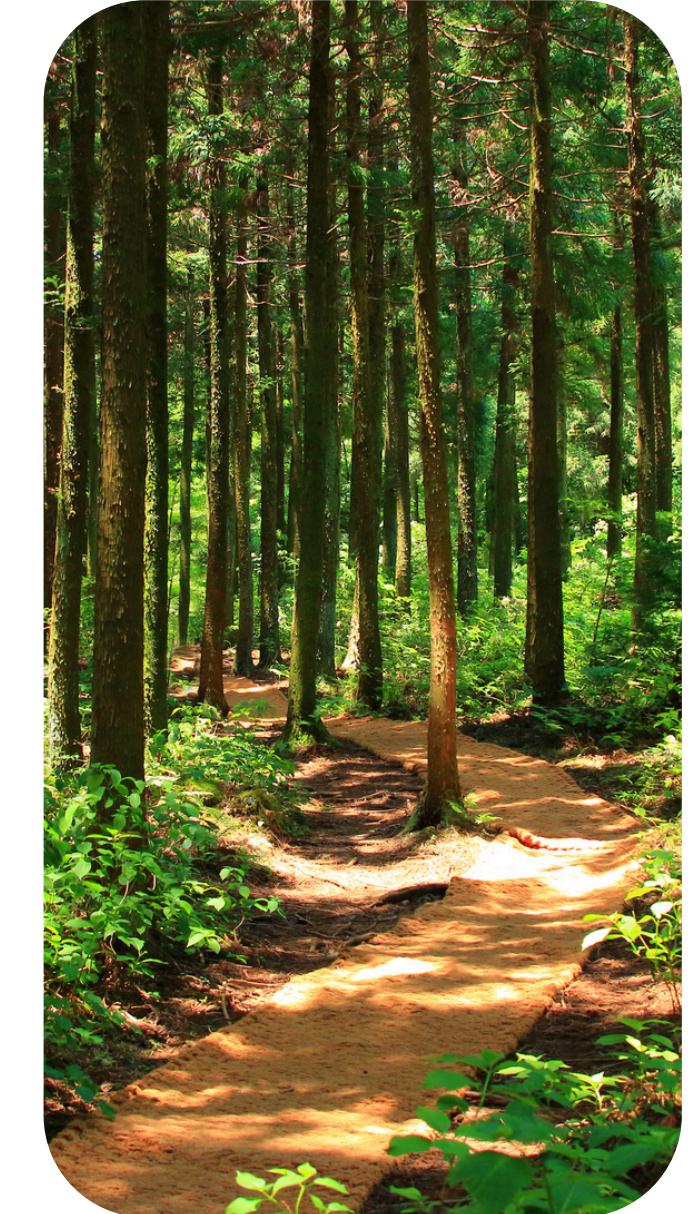
**Nurtures customer relationships.**

(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:



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

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



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

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



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

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



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

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people crave genuine connection with brands - stories make this happen

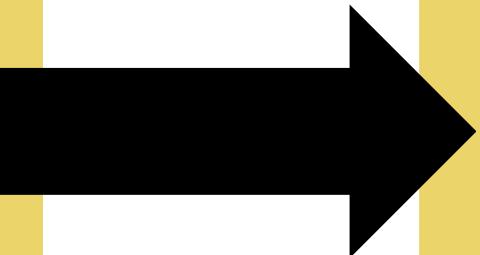




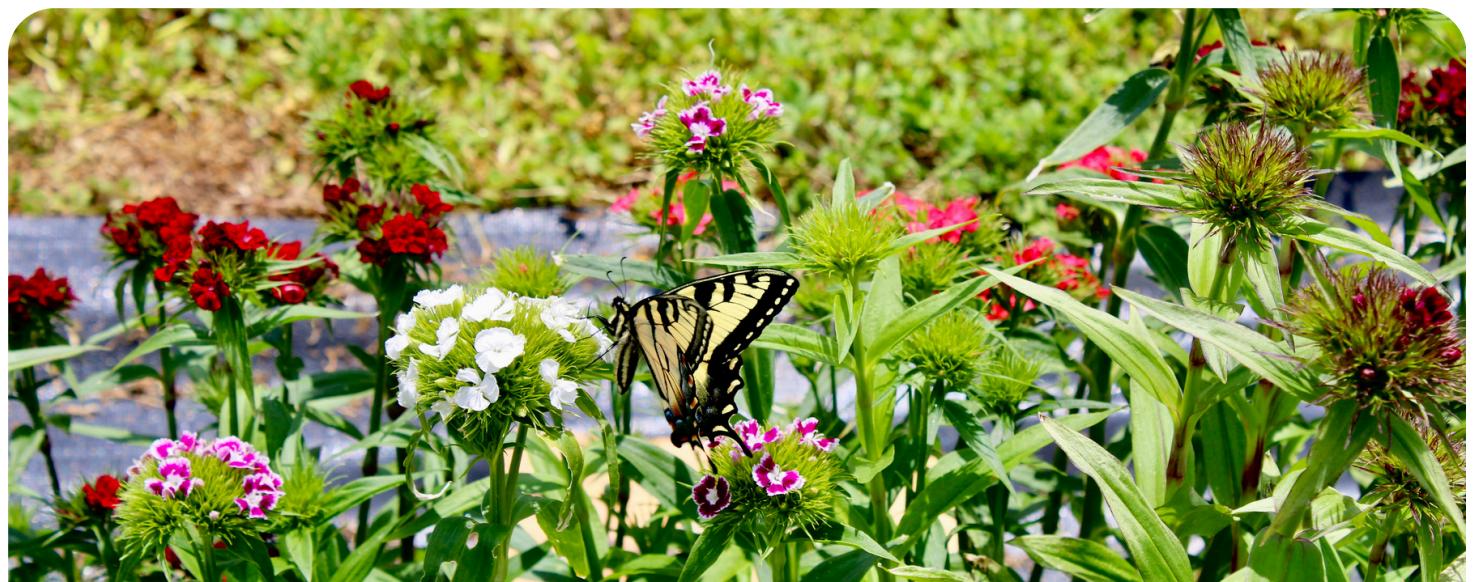
***What is a story pitch?***



***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)?

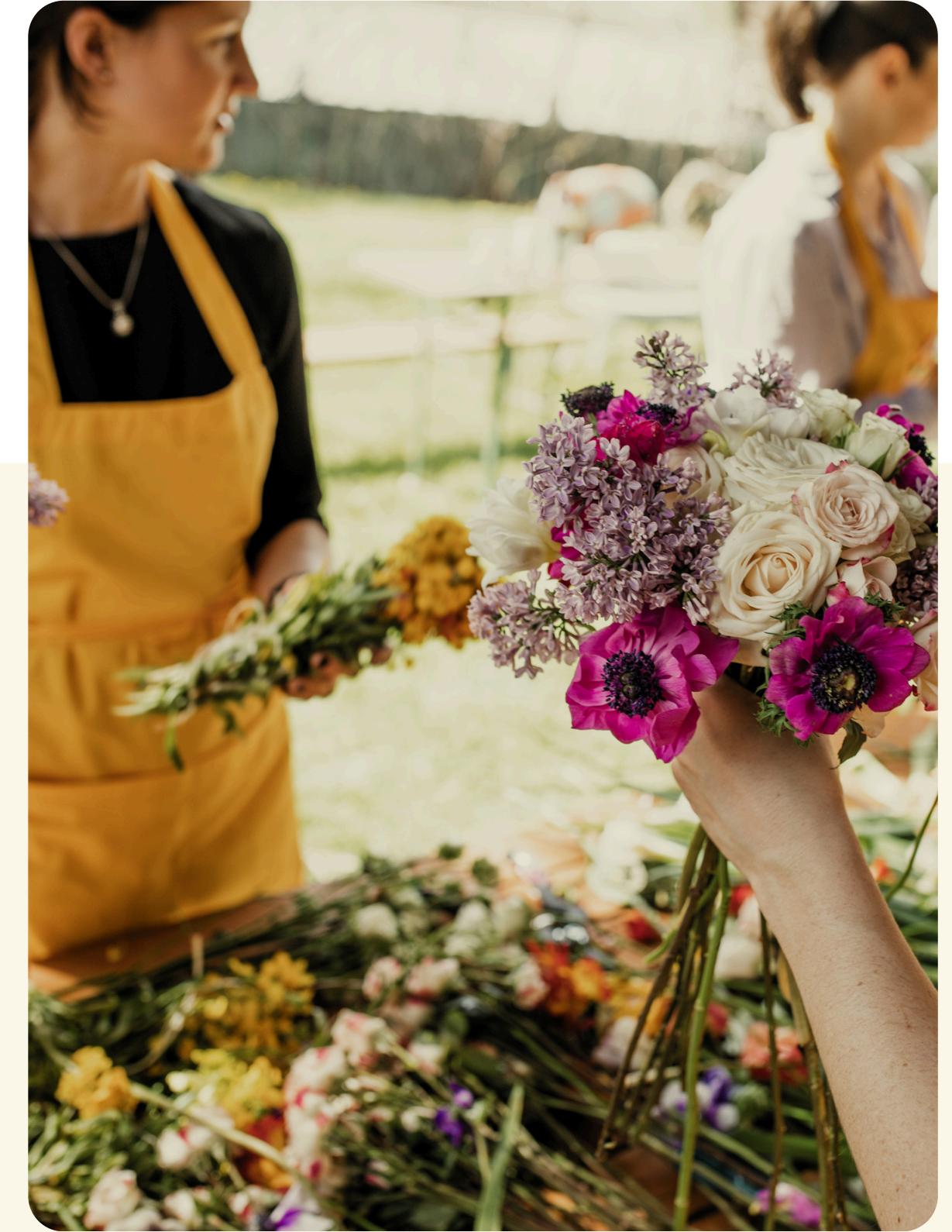
What part will your business play in improving the  
life of your customer?



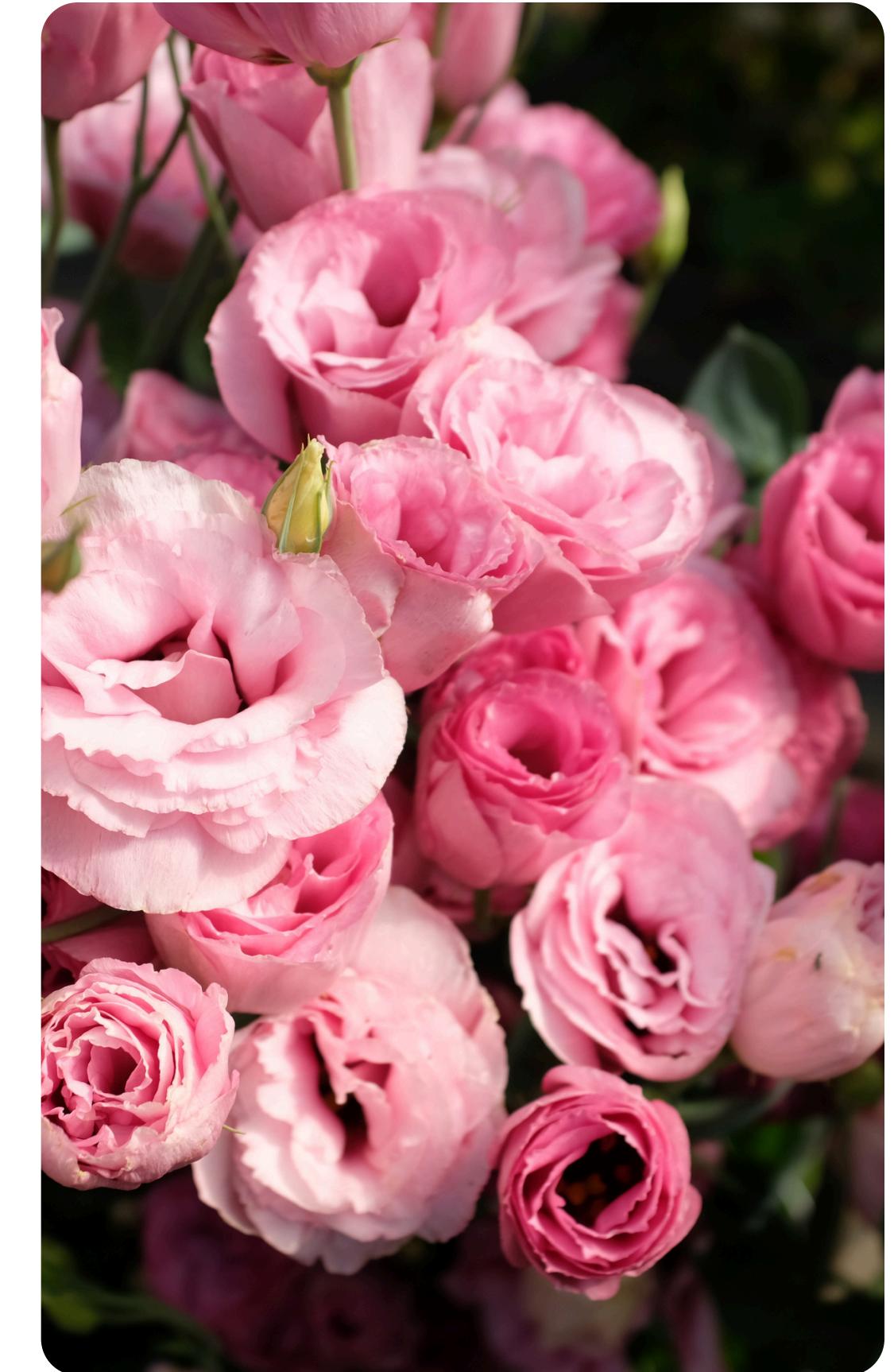


don't assume your  
customer knows how  
your business will  
improve their life.

***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](http://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***

***example***

**happy, relaxed bride that has flowers that feel like her**

# ***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.**

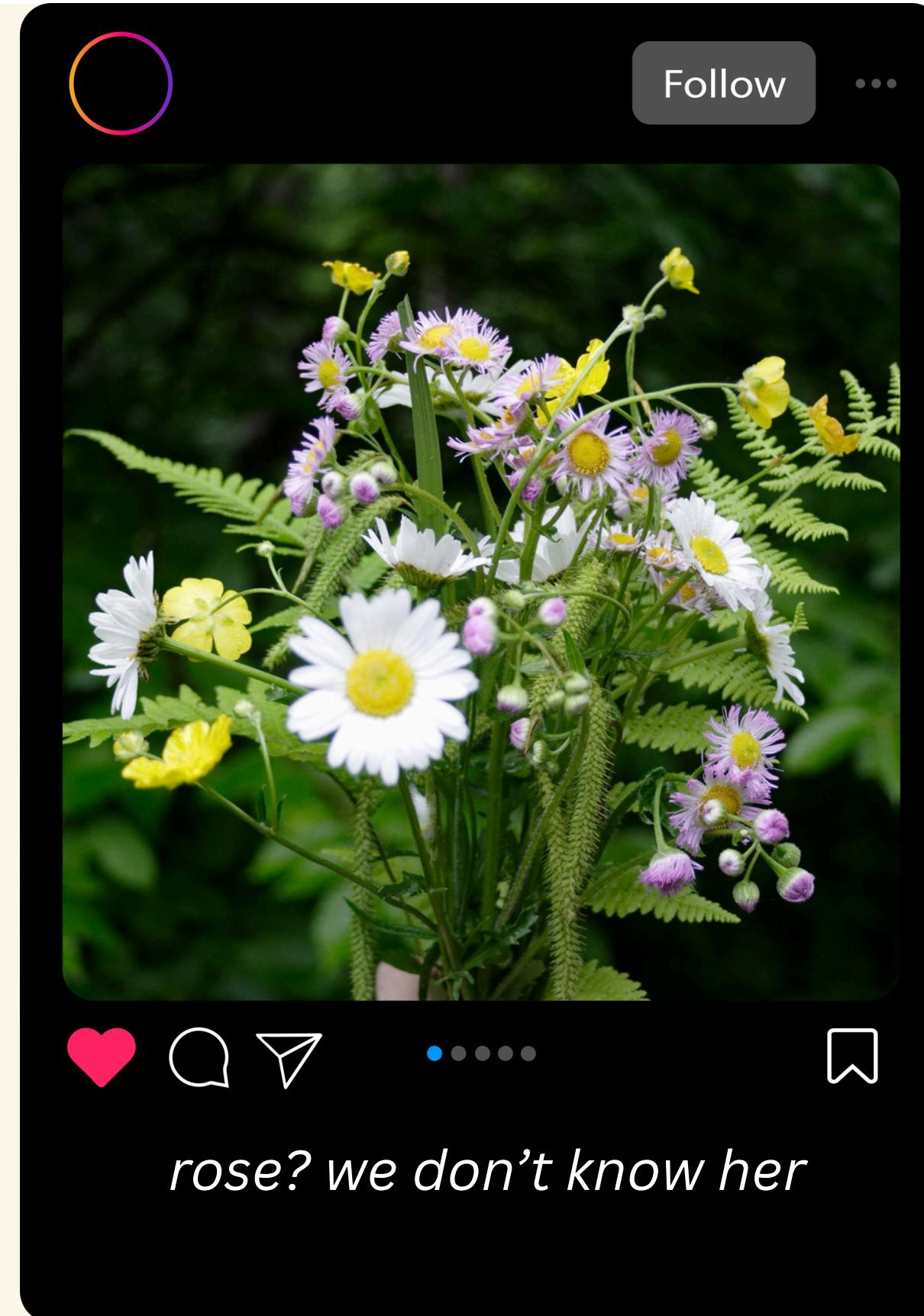
**We create bespoke, artisan bouquets which give you modern, stylish new options for speaking straight from the heart.**

***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***





***You sometimes feel overwhelmed by marketing & are 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.***



## ***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!***

[emilyspencer@uky.edu](mailto:emilyspencer@uky.edu)