

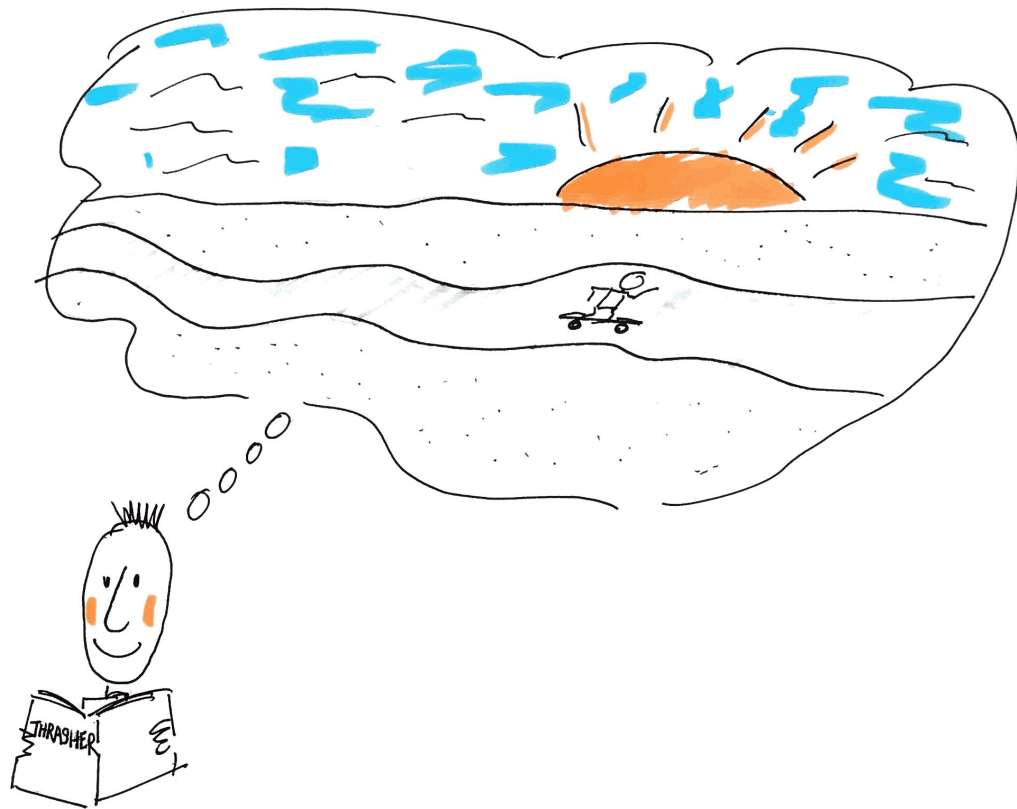
THE POWER OF STORY

Marc Gutman

marc@wildstory.com

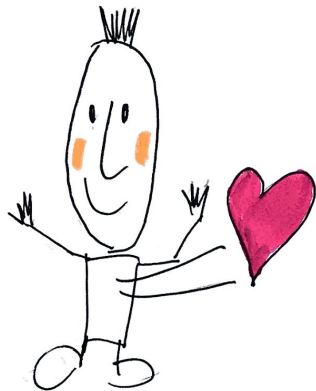
FB / Insta / LinkedIn @marcgutman





HOLLYWOOD

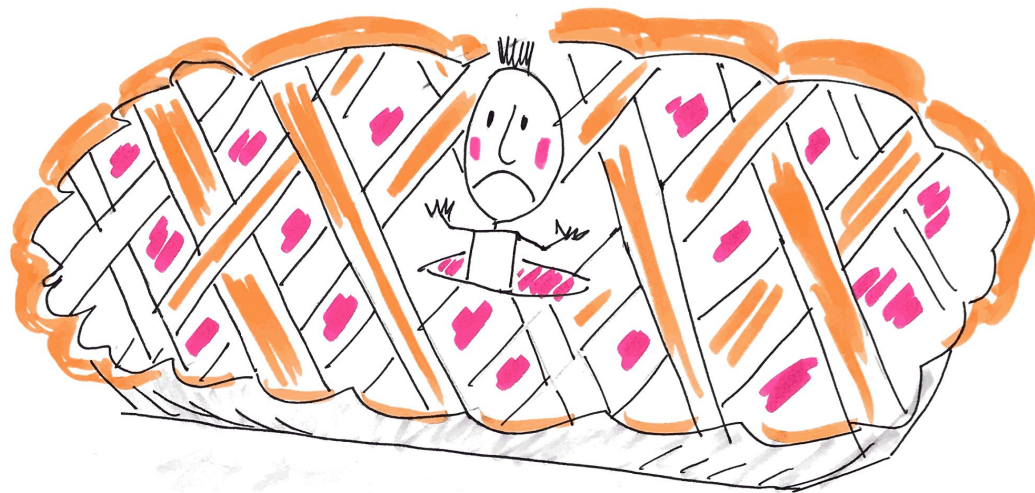
OLIVER
STONE

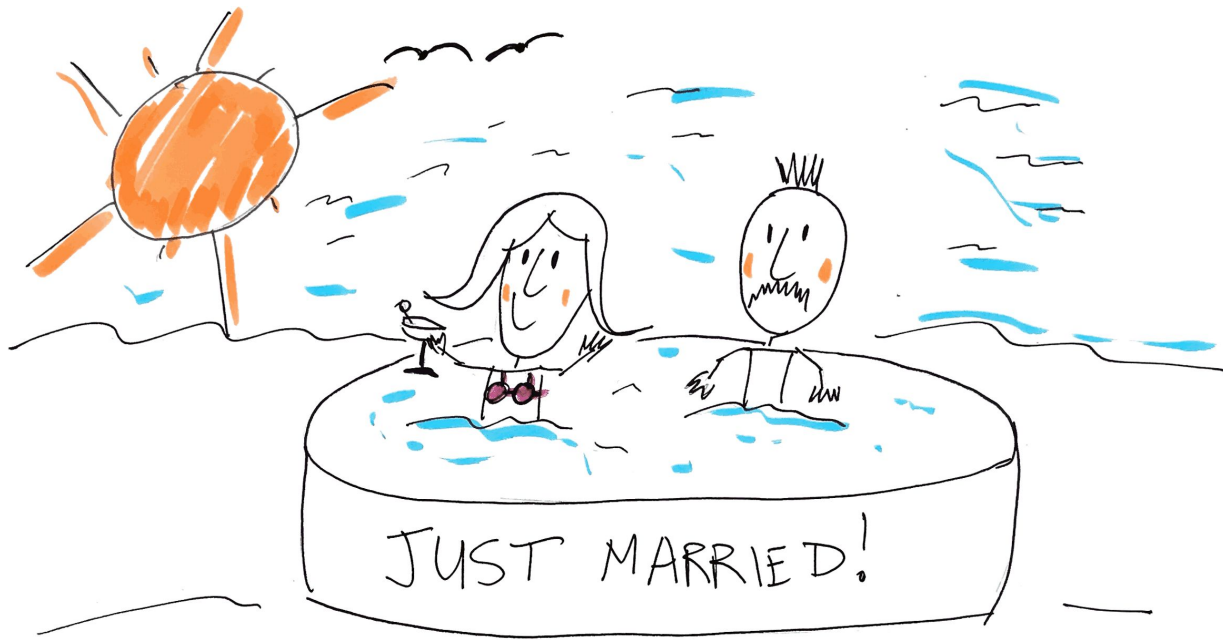


20th
CENTURY
FOX

DISNEY

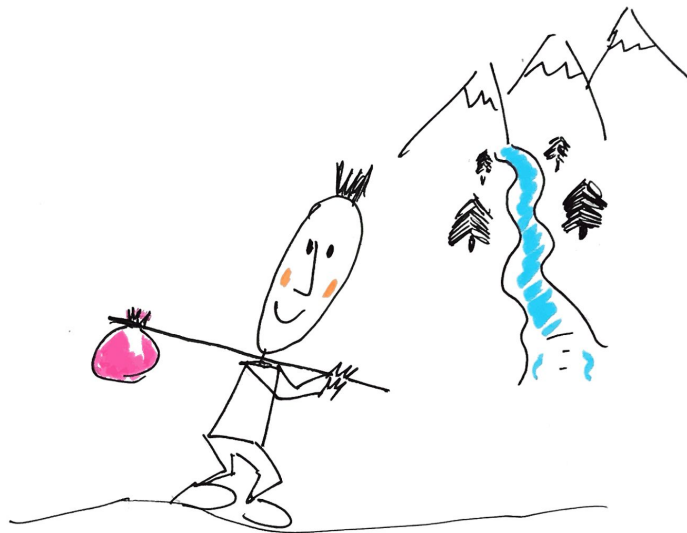
WARNER BROS

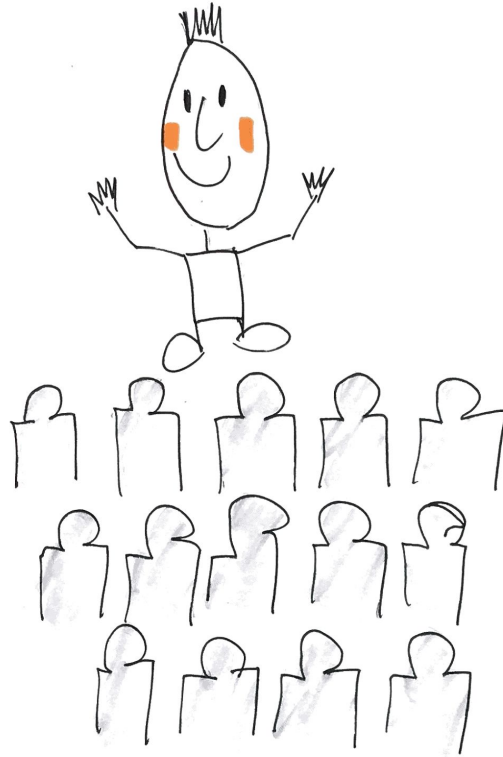




HOLLYWOOD

You'RE
CRAZY..





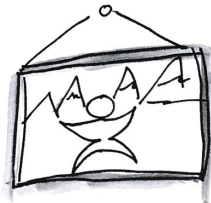


THIS SUCKS!



YEA!

WILDSTORY



BEG

MIDDLE

END

NEEDS

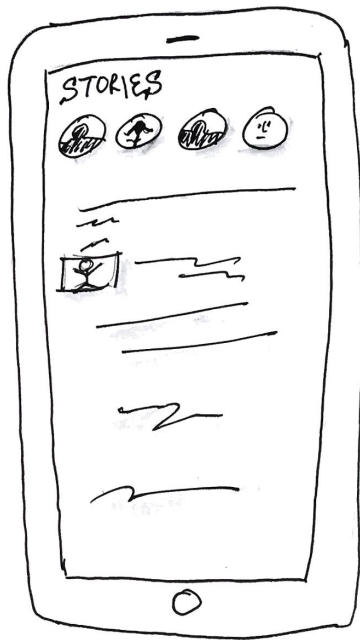
ARC

SPINE

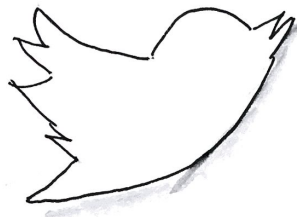
CHAR

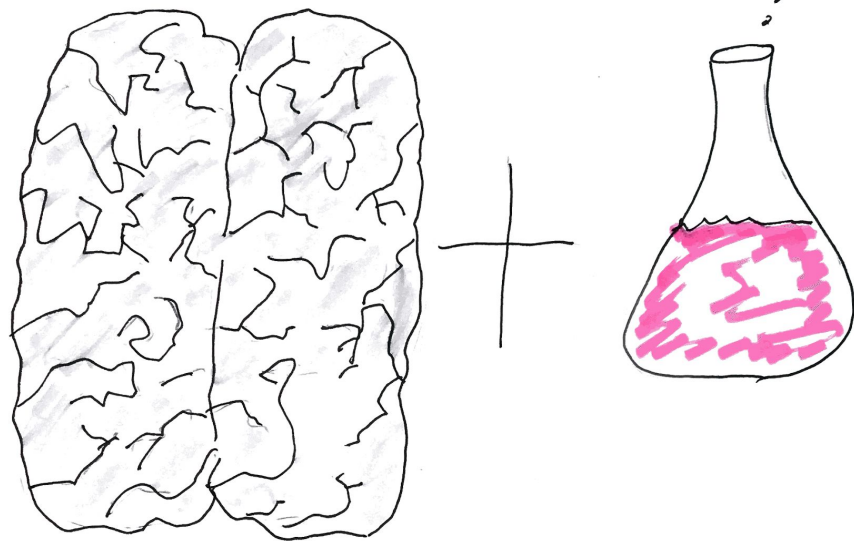
WANTS





Insta





CORTISOL $\frac{1}{\epsilon}$ DOPEMINE

- REMEMBER

- MOVE US

- INCREASE
EMPATHY

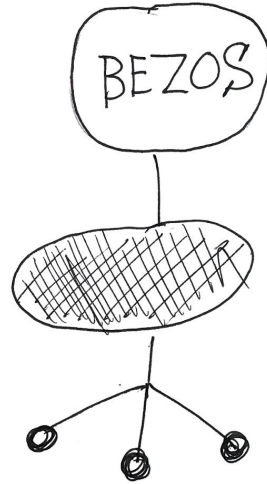
SYMPATHY = LIKEABLE

EMPATY =

LIKE ME



EMPATY #1!

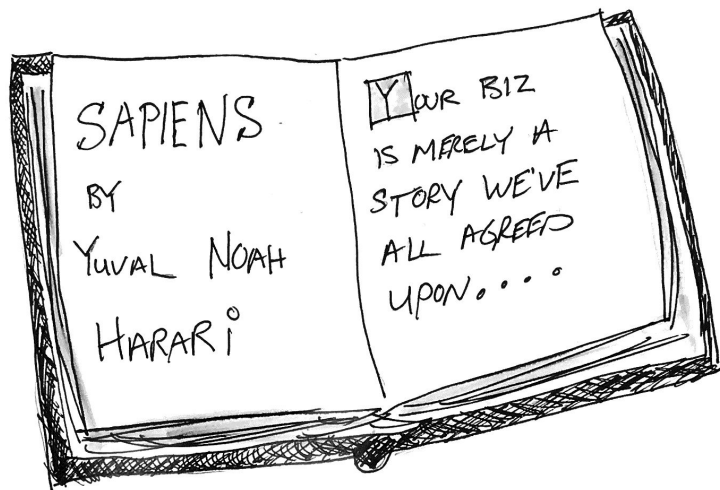


STORY



- WHAT IS POSSIBLE
- LEARN THROUGH OTHERS
- SHARE AN EMOTIONAL
EXPERIENCE
WITH US...





COMPANY STORY

VS

YOUR STORY

LABOR FORCE - WHO

GOODS ; SERVICES

CLIENT / CUSTOMER / CONSUMER

HISTORY / FUTURE

FINANCIAL MODEL

PURPOSE ; PASSION

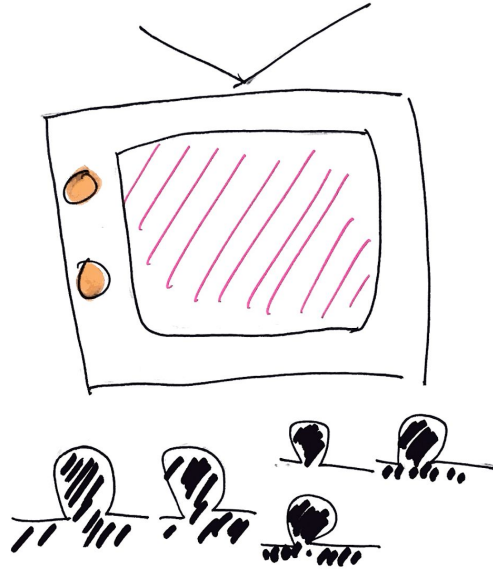
VISION

BELIEFS

GOO

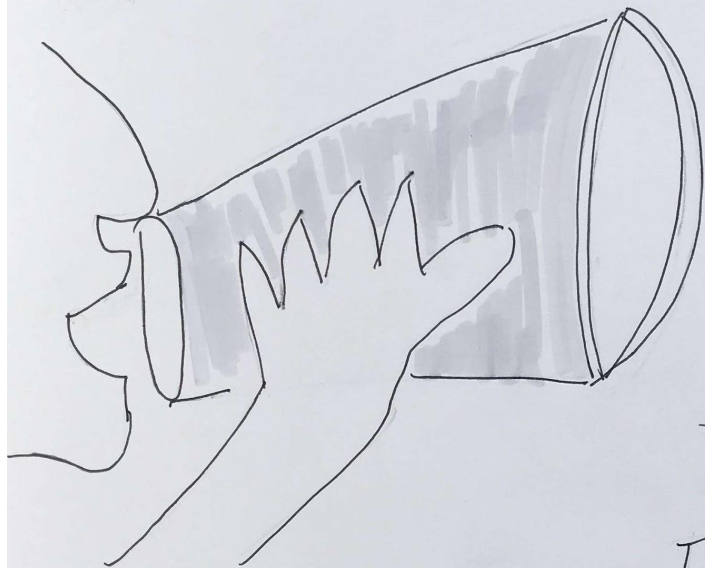


THEN - FOCUSED



NEW NORMAL

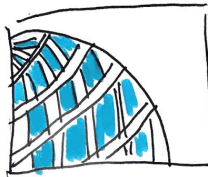
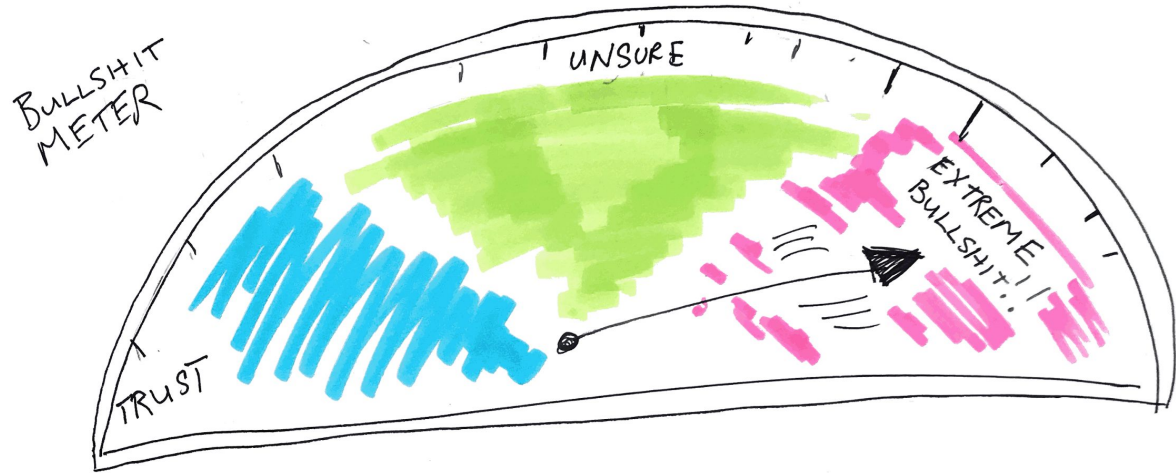




"BUY
ME!!"

I'M THE BEST /
GREATEST / MOST
FEATURES

TRUST !!!
ME ...

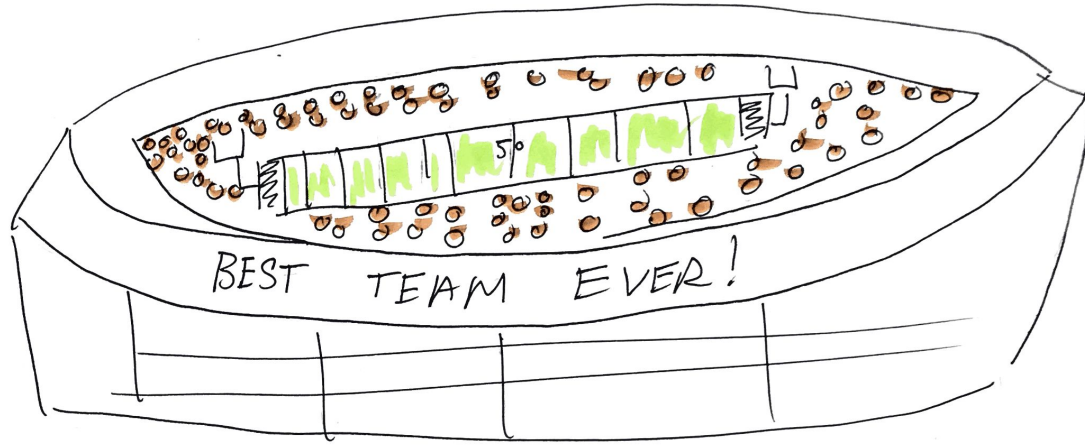




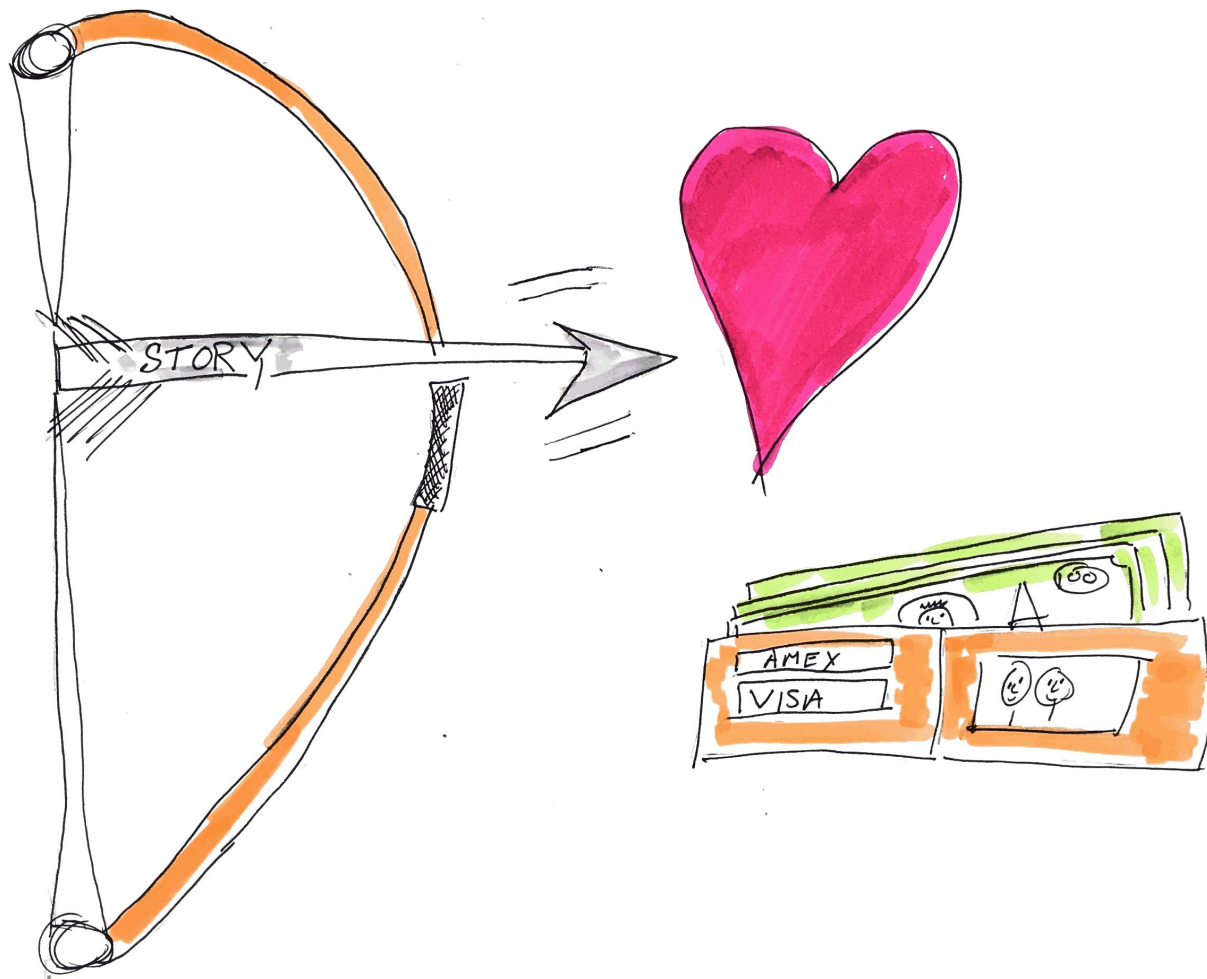
DIE HARDERER

STAR WARS





SOMETHING TO
BELIEVE IN!
GENETICALLY WE NEED IT!
WANT IT!!



8/15/17, 12:48 PM

I have Motherson innovations visiting the office tonight... they want to invest in our A-round

Have a term sheet signed for \$5 of \$8m round from Upfront Ventures!

6/30/17, 8:02 PM

I'm not one to boast but walking out the potential investor said "I am Mary, I've been trying to nail down a gym or a workout program ever since we had my first kid two years ago" as he moved tons of kids shit around inside his car to make room for me, which he explained was left over from a mad scramble to get out of house in the morning. The story was unique to investor pitches, peaked their interest and it was easy from there. Nice work dude.

PLACES TO USE YOUR STORY, examples

- Ted Talk
- Sales calls
- Anytime you need to influence or sell
- Presentations - internal & external
- Website - Homepage, about us, etc
- Overall brand strategy
- Blog
- Social Media
- Sales emails
- Marketing
- Investor Pitches / Fundraise / Money Raise

BIG



IDEA

BIG IDEA EXAMPLES *NAME THAT MOVIE - LOG LINES*

A young Italian-American war vet returns home to reluctantly take over the family business and rises to become one of the most ruthless mafia bosses in 1940s New York.

After a series of shark attacks, a sheriff struggles to protect his small beach community from a blood thirsty monster.

After a twister transports a lonely Kansas farm girl to a magical land, she sets out on a dangerous journey to find a wizard with the power to send her home.

Ask yourself “what if...”

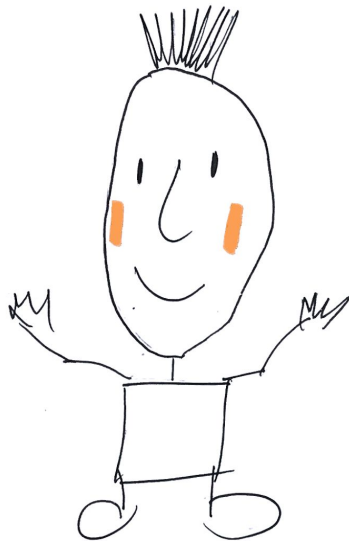
Your Unique Point of
View on a Topic

Clear Statement of
What's at Stake

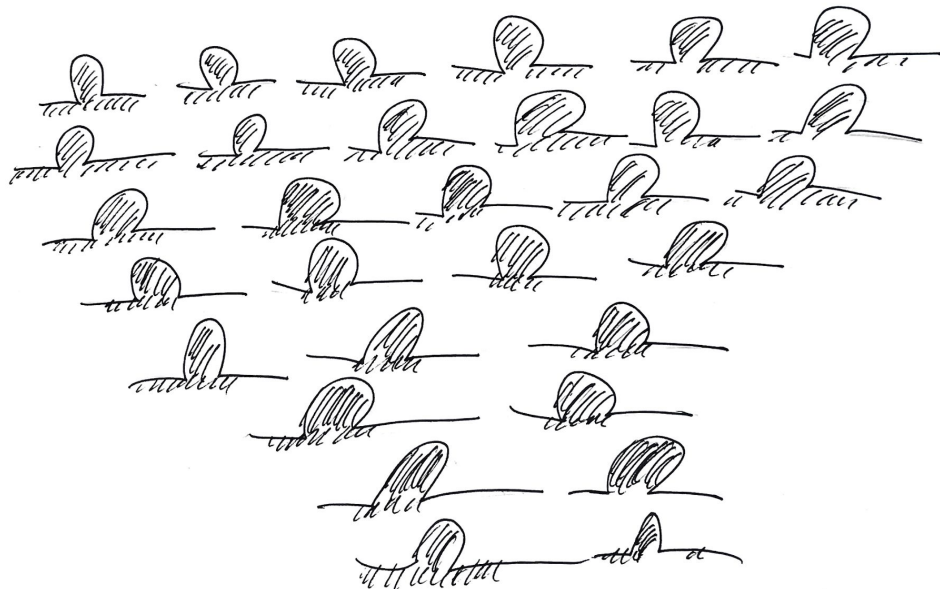
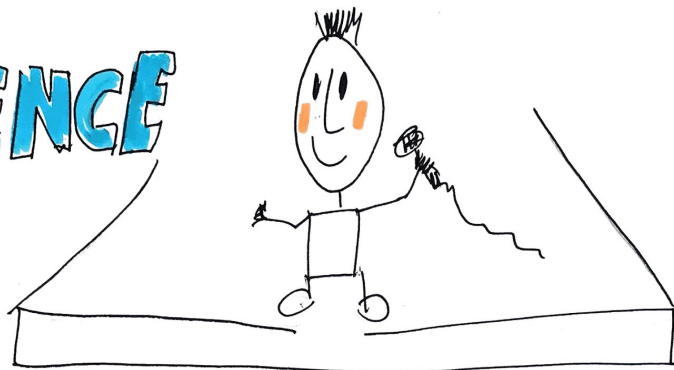
Written In the Form
of a Sentence

What's the ONE THING you want people to know?

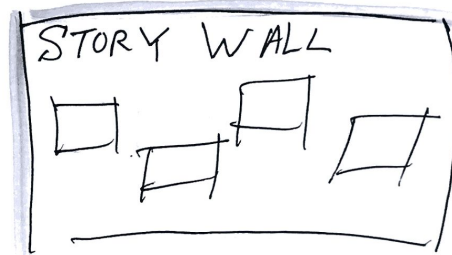
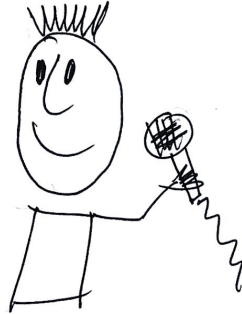
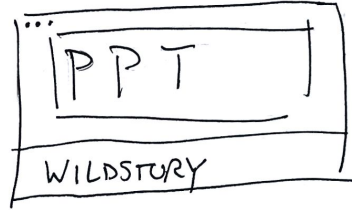
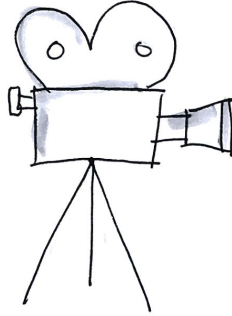
CHARACTER



AUDIENCE



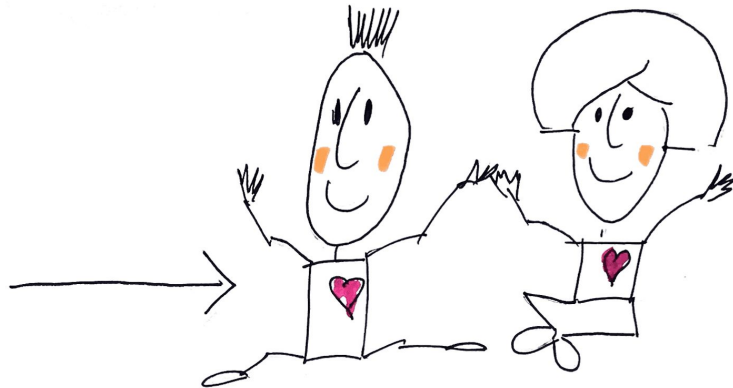
MEDIUM



INCITING INCIDENT

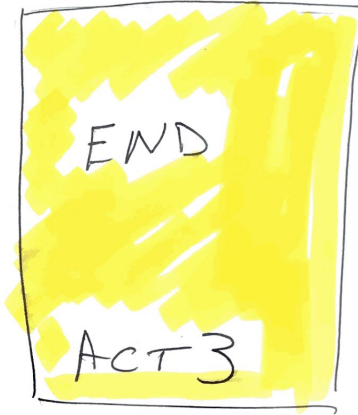
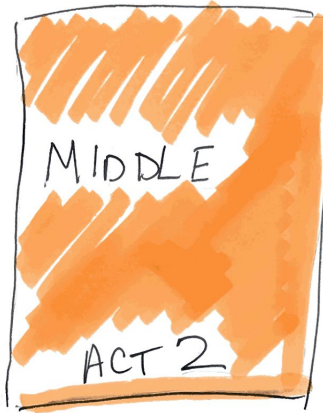


WORST
THING

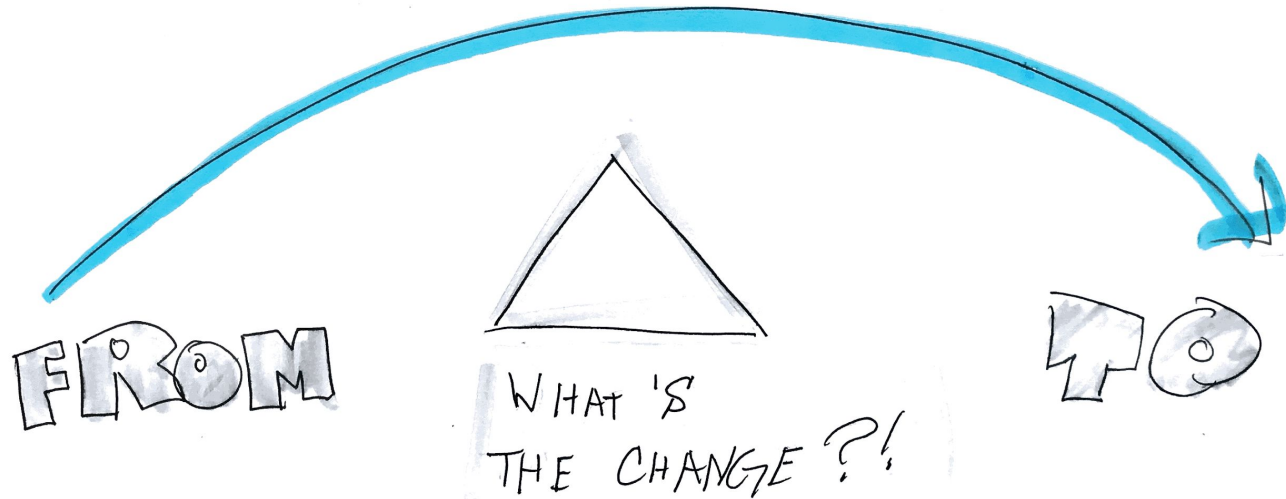


BEST
THING

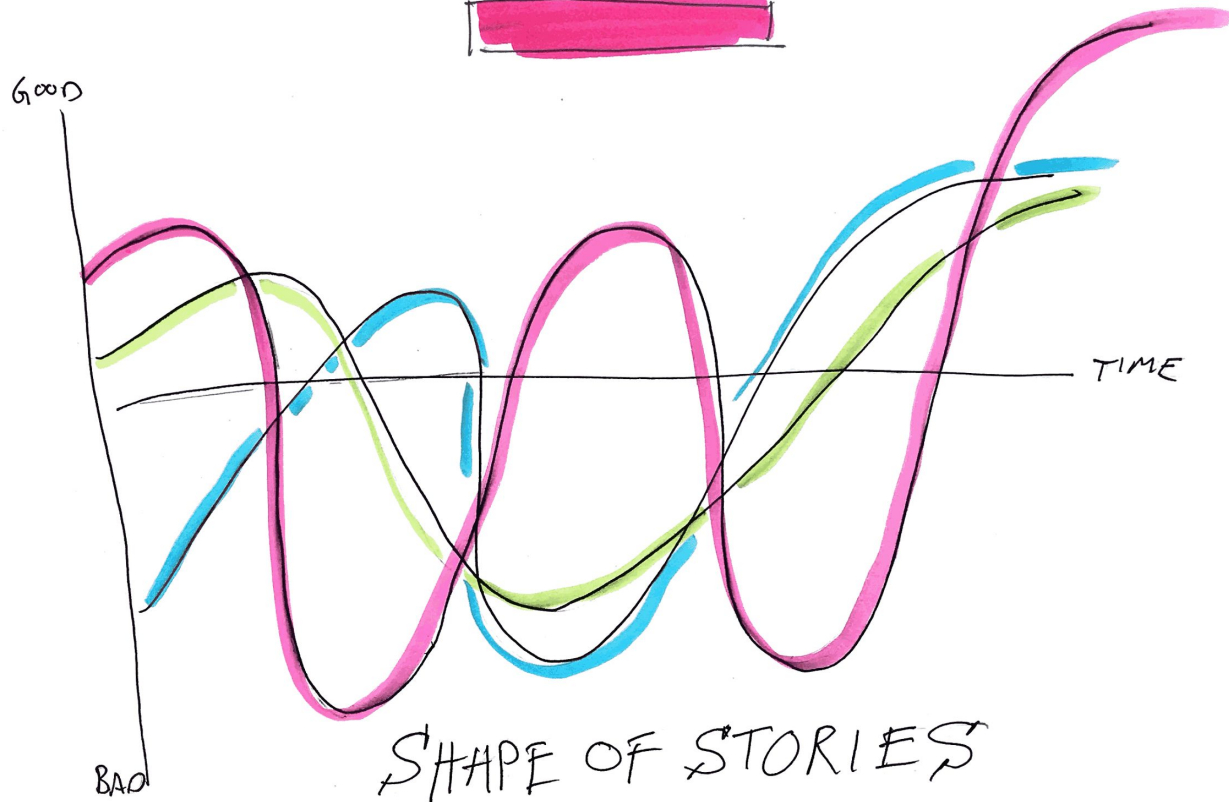
STORY

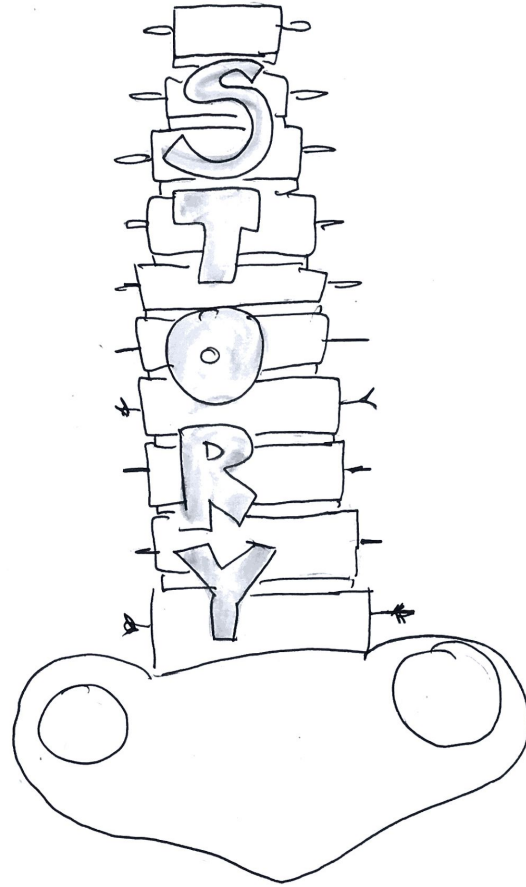


NO ARC
NO STORY



ALL POWER IN





STORY SPINE *THE BACKBONE OF EVERY GREAT STORY*

1. Once upon a time...
2. Every day...
3. Until one day...
4. Because of that...
5. Because of that...
6. Because of that...
7. Until Finally...
8. And Ever Since Then..

And the moral of the story is...

STORY SPINE *THE BACKBONE OF EVERY GREAT STORY - Tommy Boy*

1. **Once upon a time...** there was a boy named Tommy
2. **Every day...** He partied hard, drank beer, dig bong rips, and took no responsibility for anything
3. **Until one day...** His dad Big Tom suddenly died
4. **Because of that...** The big sales trip Big Tom was scheduled for to save the company was in jeopardy.
5. **Because of that...** Tommy had to step up and go on his dad's road sales trip
6. **Because of that...** He called on all his dad's accounts but tried so hard acting like his dad, he failed every meeting...
7. **Until Finally...** He decided to be himself which closed the big deal.
8. **And Ever Since Then...** Tommy was himself, and not trying to be like his dad, and thus the family brake pad business prospered.

And the moral of the story is... Trying to be like someone else typically ends in failure. Leaning into yourself is the path to success and happiness.

STORY SPINE *THE BACKBONE OF EVERY GREAT STORY*

1. **Once upon a time...** There was an awesome sex addicted male figure skater named Chazz Michael Michaels.
2. **Every day...** He would win singles competitions by improvising, drink booze, sleep with different woman, and only think of himself.
3. **Until one day...** He gets in a fight on the awards platform with the germophobe, precise Jimmy MacElroy and is banned for life from singles competition.
4. **Because of that...**they find a loophole in the rules that might allow them to be the first male-male skating pair in history.
5. **Because of that...**they start training but their instance on skating their own style instead of working together results in fighting and a possible loss to the Van Waldenberg siblings
6. **Because of that...**They bring in a famous coach who wants them to do a famous but deadly signature move.
7. **Until Finally...**they put their differences aside, bring their respective talents in an awesome display of cooperation and successful complete the deadly Iron Lotus
8. And Ever Since Then.. Chazz and Jimmy understand the value of working together.

And the moral of the story is... That together we can accomplish far more than we can individually.

STAKES - What's at Risk?

- External - what is happening in the world, i.e. girlfriend broke-up, bomb to disarm
- Internal - psychological - broken heart
- Philosophical - world view, beliefs, ideas

WANTS
VS

NEEDS

THEME

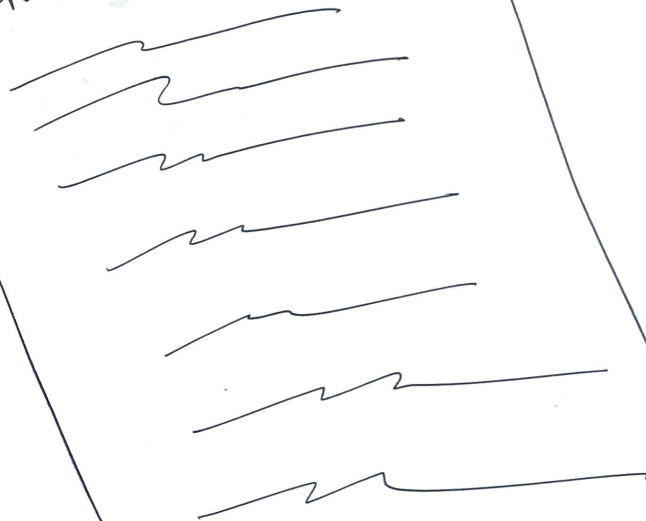


TONE

LISTEN



Your STORY !!



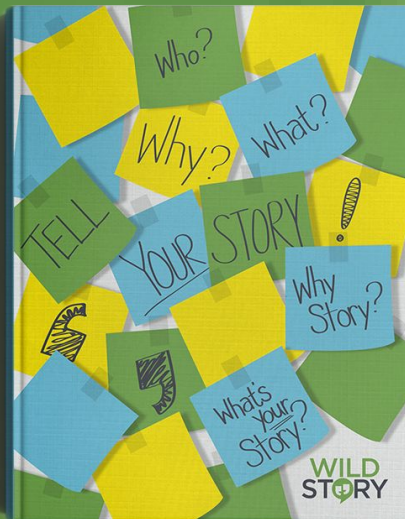
THANK
YOU!!



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WWW.INSTAGRAM.COM/MARCGUTMAN

@marc gutman

The Power of Your Business Story Can Add More Profit to Your Bottom Line Than Any Other Asset...



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