



Breaking Through: Storytelling that Resonates

Park Howell

President
The Business of Story

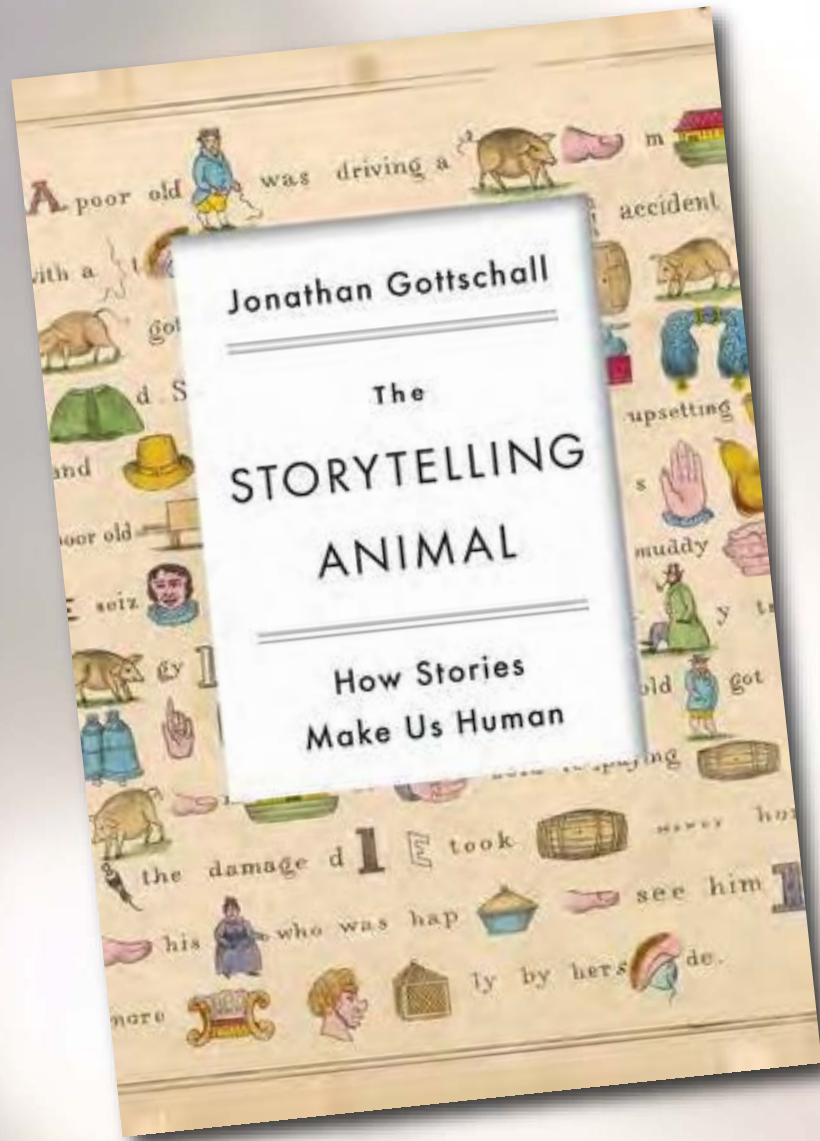


The Magic of Moments

Park Howell

CaliforniaTM
dream
big



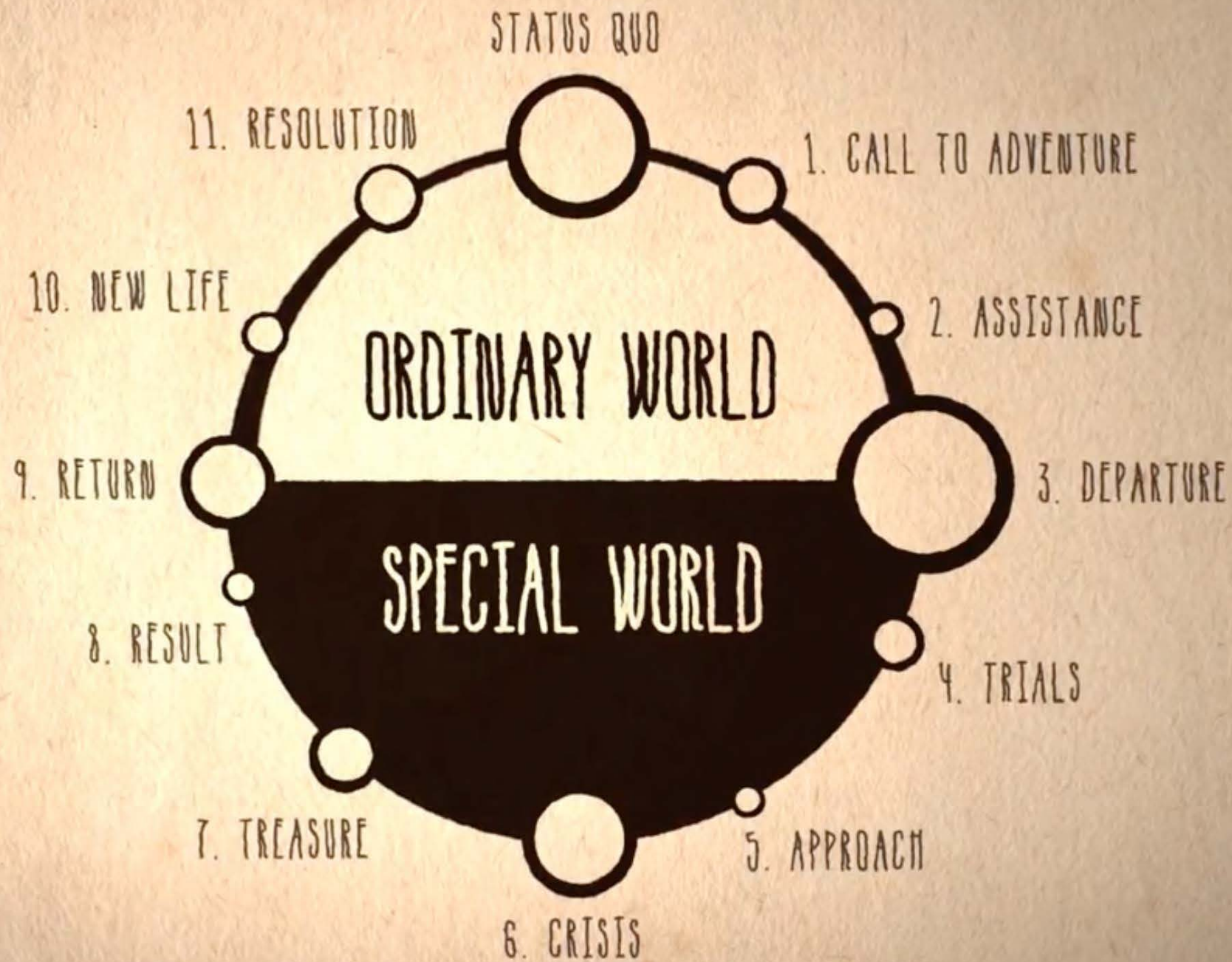


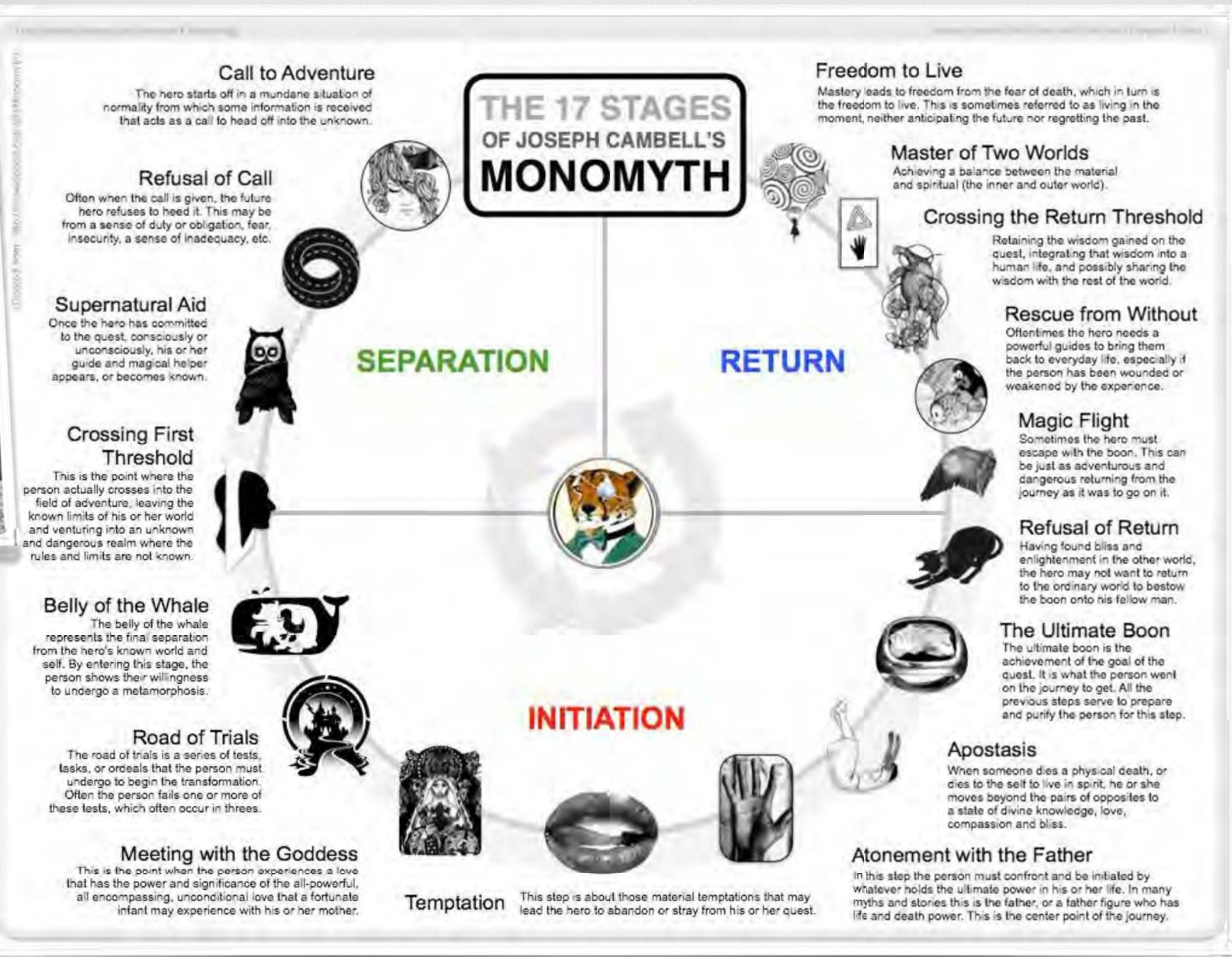
Story is
primal.

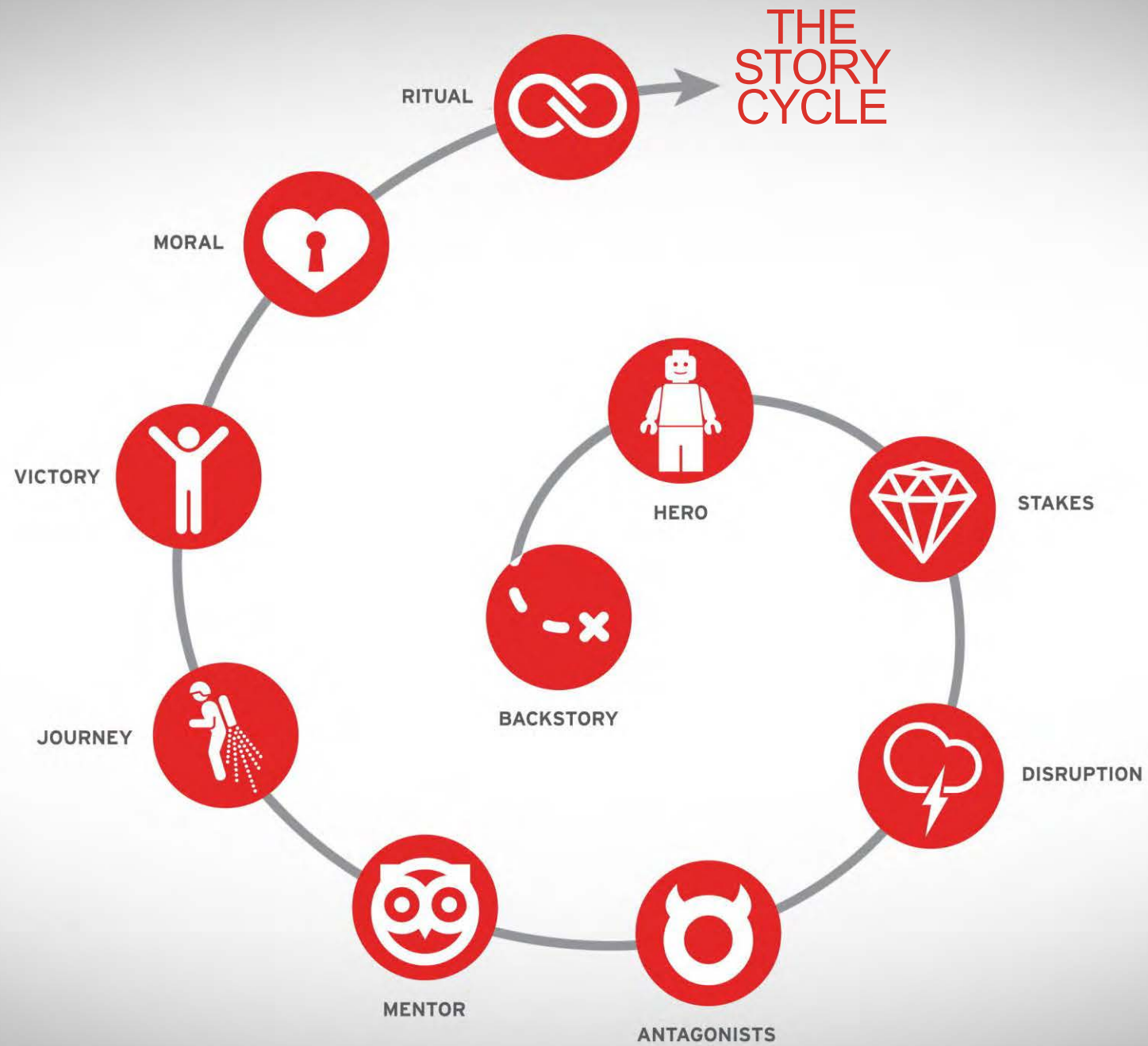










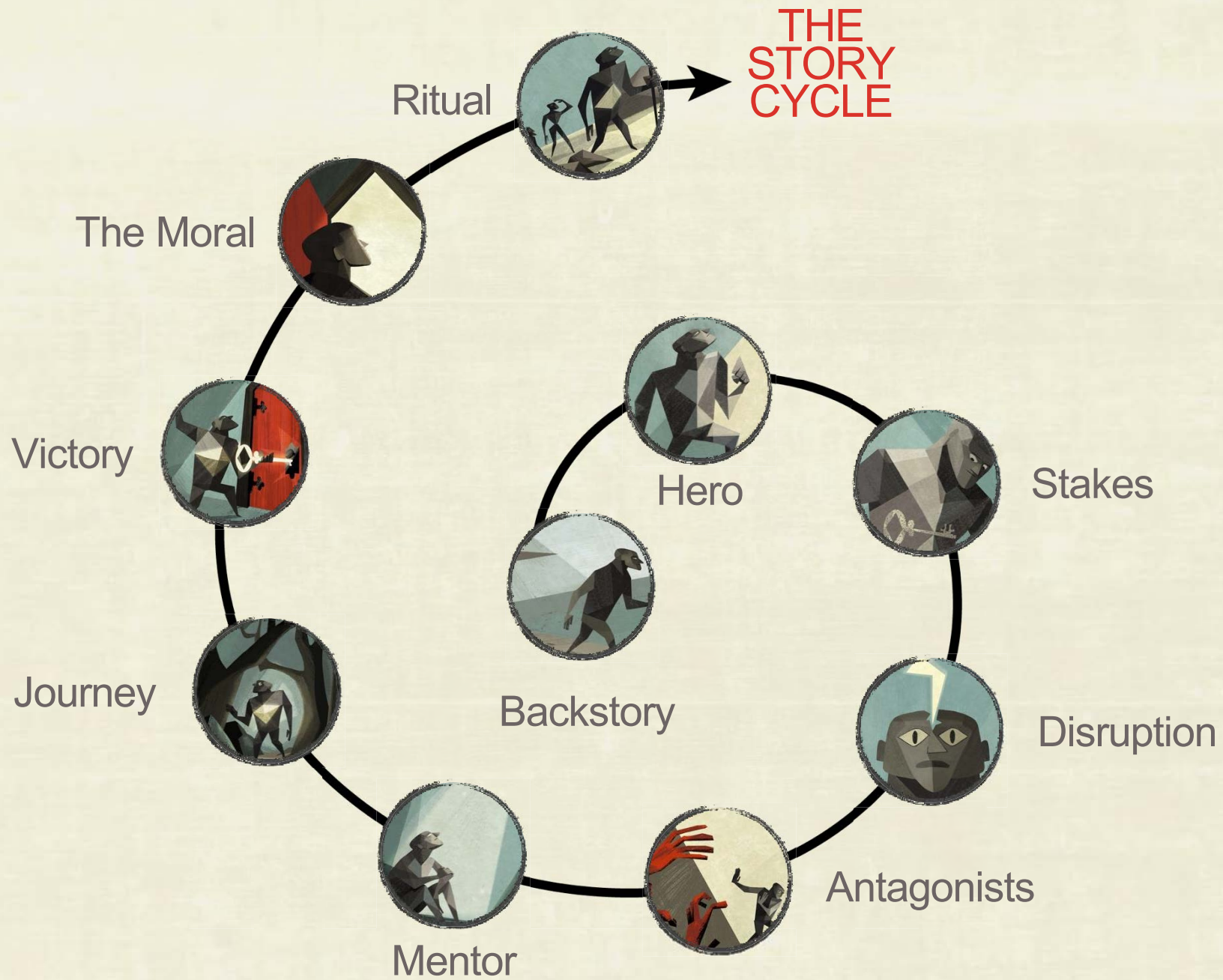


**Story marketing is
a strategic marketing
approach that creates a brand
experience through audio, visual
and immersive storytelling
whereby the customer becomes
the center of the story to drive
profitable engagement.**

the business
of **story**

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(Placeholder slide for story examples to come)



What's your
story?



Act I

Set Up



1

where in the world
have you been?



2



Who's Your Hero?



3

what's at stake?



4

The Call to Adventure



Act II

Problem

Conflict is the marrow of all stories.



5

Villains, fog and crevasses



6

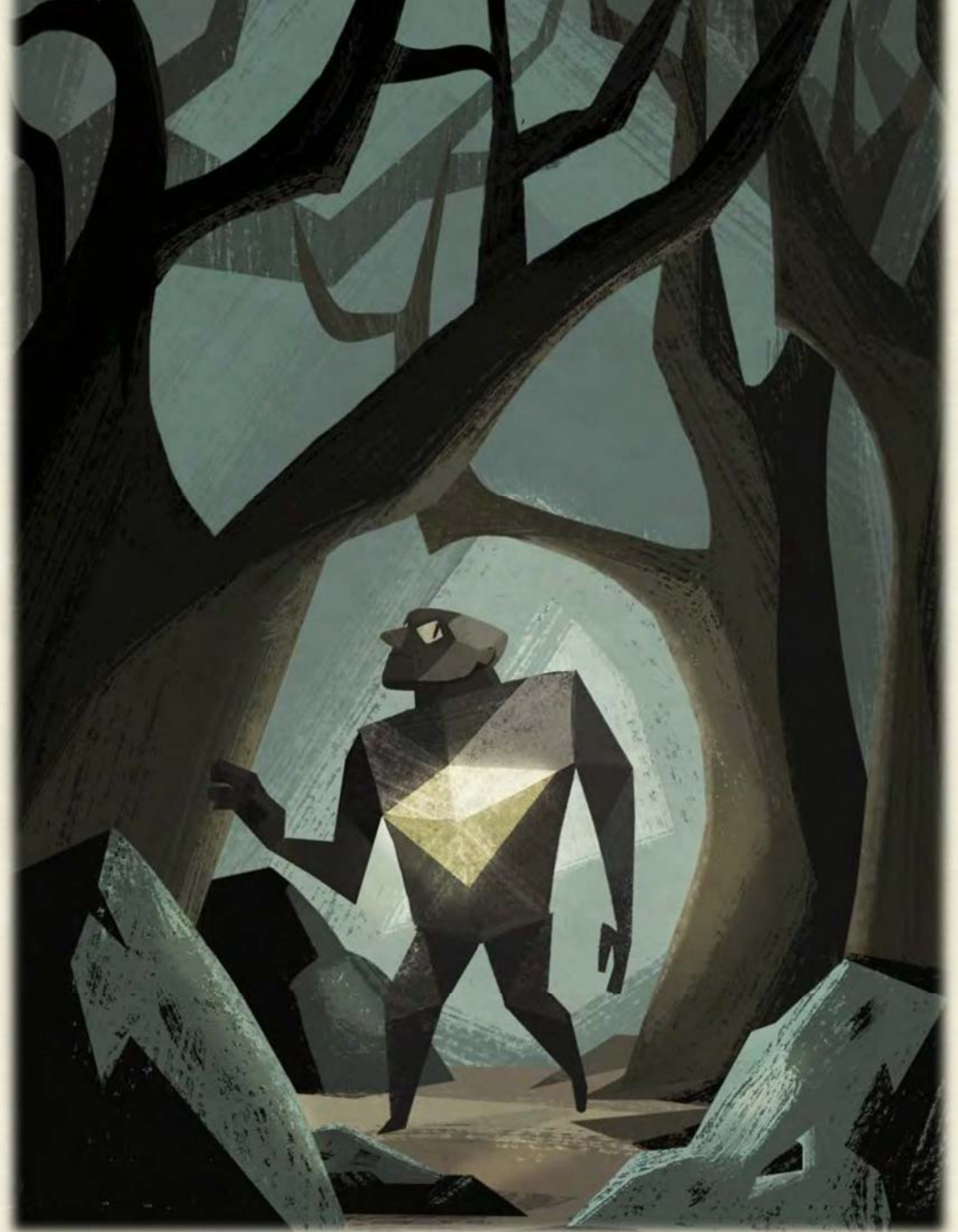


Enter the mentor



7

the road of trials



8



victory is at hand!





Act III

Resolution

What does it all mean?

9

The Moral of Your Story

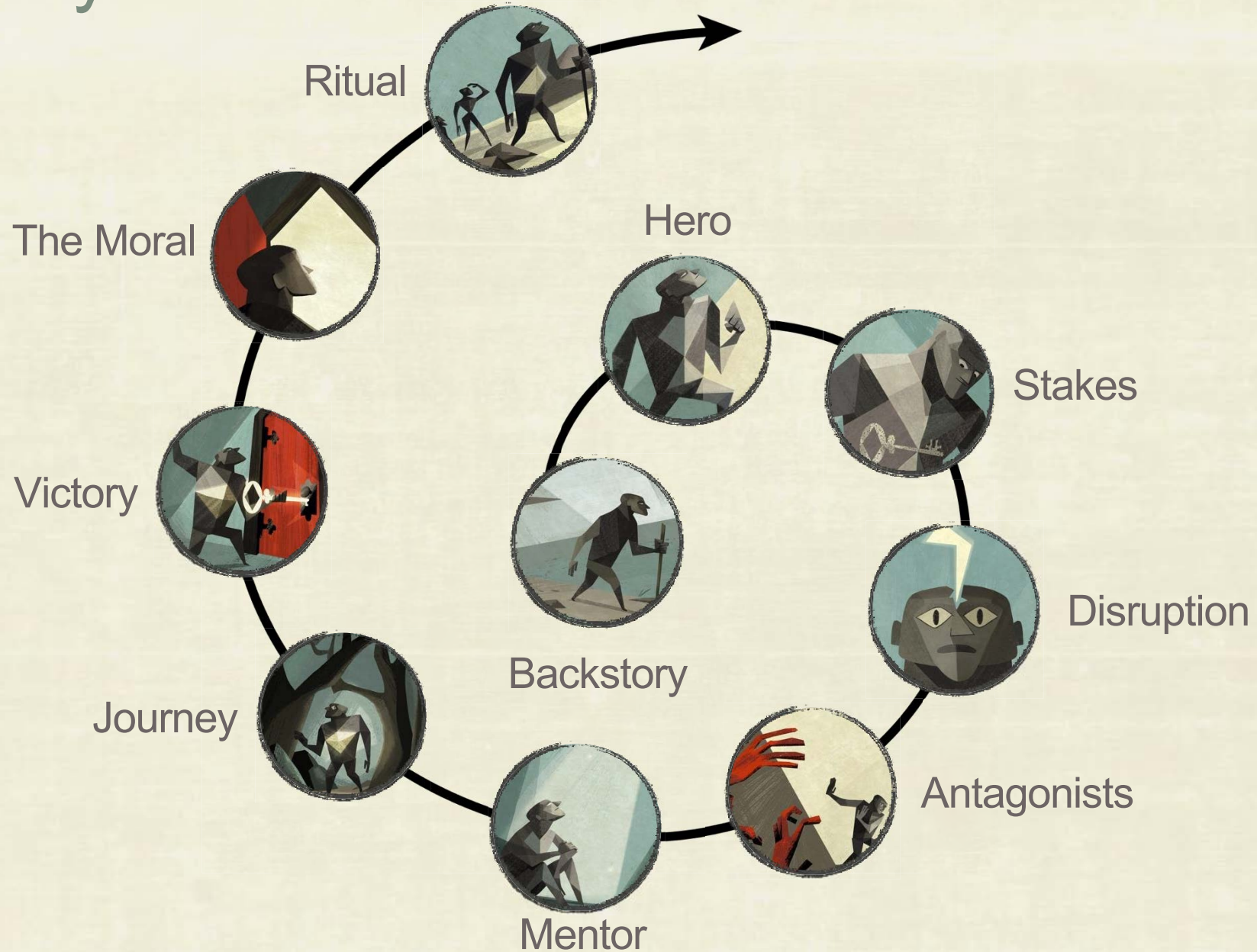


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To be continued...



The Story Cycle



03:00

THE STORY CYCLE



A silhouette of a person surfing on a wave at sunset. The surfer is in a dynamic pose, with one arm raised. The sun is low on the horizon, creating a warm orange glow. The ocean is dark blue with white foam on the wave.

The most potent story you will ever
tell is the story you tell yourself.

Make it a good one.

California[™]
dream
big