

# STORYTELLING TO INCREASE YOUR BUSINESS

SYTA SUMMIT 2018

COSTA RICA,

BY CATHLEEN JOHNSON



ONCE UPON A TIME...





KNOW YOUR  
AUDIENCE



# START WITH YOUR KEYMESSAGES

**Who, What, When and Where Matter**

**But the Real Question That Makes Your Story is**

**WHY?**



# WHY DOES YOUR COMPANY EXIST?



# SOME THOUGHTS:

- We help kids see the world**
- We want to help underprivileged kids travel**
- We understand music or history or science or nature through travel**
- We know X destination better than anyone**
- We have tour guides experienced with kids and travel**
- We have the best safety record**
- Our founder has wanted to do this ever since her own first trip in high school**







# WHAT DO YOU DO?

# SOME EXAMPLES

- Specialize in National Parks**
- Best access to museums**
- We know Washington DC better than anyone**
- Language specialists**
- History teachers bringing history to life**





# HOW DO YOU DO WHAT YOU DO?



# WHAT'S YOUR "MO"

- MOTORCOACH GROUPS
- FITS
- TRAIN TRAVEL
- HIKING ITINERARIES
- WORK WITH TEACHERS





# TOP 5 STORY ANGLES

1. **DESTINATION** – Do you go places others don't?
2. **THE EXPERIENCE** and **TRANSFORMATION** – How does yours differ?
3. **SAFETY** – Do you have best safety record, unique safety measures on trips?
4. **VALUE** – Do you offer competitive pricing but great value?
5. **BENEFITS** – Do you have benefits others don't?  
E.g., a crisis app, shuttle service, special access?



# ELEMENTS OF A GREAT STORY

1. OWNABLE
2. COMPELLING
3. SHAREWORTHY
4. PERSONAL, AUTHENTIC
5. BENEFITS
6. TRANSFORMATIONAL







IT'S THE LITTLE  
THINGS THAT  
CAN MAKE  
YOUR STORY  
SOAR

# NOW YOU TRY!

**Write your key messages:**

- What do you do**
- Why do you exist**
- How do you do it**

**Make it ownable!**

- Personalize**
- Little nuggets**

**Inspire Me – Make Me Care!**