

Microstories™

How Small Stories Help Customers Trust, Remember, Choose, and Refer You

45-90 minutes or half-day workshop

Your customers are surrounded by businesses making the same claims about quality, service, and trust. If your marketing sounds like everyone else's, you become part of The Blandscape™. Customers may see you, but will they remember you?

Stories are up to 22 times more memorable than stated facts, making Microstories™ the #1 way to stand out, build trust, and stay in your customers' minds. These short moments reveal who you are, why your work matters, and what customers can expect from you.

Consumer behaviorist and marketing truth-teller Shawna Suckow will show you how to find the stories inside your business and use them across your marketing, sales, and customer experience. You'll learn how to leave The Blandscape™ and become easier to trust, remember, choose, and recommend.



BOOK THIS SESSION



YOUR AUDIENCE WILL BE ABLE TO:

- ✓ Recognize where your marketing blends into The Blandscape, and how to escape it.
- ✓ Identify everyday moments within your business that can become memorable Microstories™.
- ✓ Use storytelling to build trust, strengthen your customers' recall, and give them more reasons to choose and refer your business.

THIS IS PERFECT FOR:

- ✓ Businesses of any size looking to stand out and connect better with customers.
- ✓ Marketing, branding, and customer experience tracks.
- ✓ Sales, entrepreneurship, and small business tracks.