

5 storytelling frameworks to accelerate your career:

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1. The Brand Story (Story Brand Framework)

Use this framework to win over customers:

- Establish the audience's (and customer) **desires**.
- Identify the **obstacles** standing in the way.
- Frame your brand as the **trusted guide** to help the customer achieve their goal.
- Provide a **clear plan** that resolves the problem.
- Give a clear and compelling **invitation to act**.
- Highlight the **risks of inaction**.
- **Illustrate the success** that follows from taking action.

Execute these steps, and you'll have fans for a lifetime (h/t Donald Miller).

2. The Elevator Pitch (Who-What-Why Formula)

Elevator pitches can be intimidating.

Answer these 3 questions to nail it every time:

1. Who are you?

- Focus on what makes you stand out.
- Ex: "Hi, I'm Alex, a data-driven marketer."

2. What do you do?

- Describe the main value you provide.
- Ex: "I create lead-converting campaigns."

3. Why does it matter?

- Explain why your work matters and the problems you solve.
- Ex: "It helps startups maximize return on ad spend."

3. The Customer Success Story

Customers are the lifeblood of a business.

Leverage their stories to win over more:

- Collect real testimonials
- Highlight the problem solved
- Showcase transformation
- Make it relatable
- Boost credibility with video or audio

4. The Founder Story (Campbell's Framework)

1. The Beginning

- Describe the founder's life and the challenges they saw.

2. The Call to Adventure

- Share the moment that sparked the business idea.

3. Facing Challenges

- Outline the obstacles encountered.

4. The Turning Point

- Explain how they overcame those obstacles.

5. The Success

- Highlight the business's growth and impact.

5. The Company Story (The Timeline Method)

This method allows the company to highlight key moments of its evolution.

- Identify critical milestones.
- Put them in sequential order.
- Tie each to a growth moment.
- End with a vision for the future.

Your progress will stand out and inspire.

TL;DR Stories to Accelerate Your Career:

1. The brand story
2. The elevator pitch
3. The customer success story
4. The founder story
5. The company story

I think about this quote often:

“No one ever made a decision because of a number. They need a story.”

—Daniel Kahneman