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## Make Your Idea Matter Stand out with a better story

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By Bernadette Jiwa

CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 142 pages. Dimensions: 8.0in. x 5.0in. x 0.4in. The path to success is littered with great ideas poorly marketed. Don't let yours be one of them. A little book with a very big message. Your idea is worth a great story, well told. SETH GODIN Author of All Marketers Tell Stories Make Your Idea Matter is a call to action for entrepreneurs, emerging brands and anyone with a great idea, who knows that to stand out in today's noisy world they need to tell a better story. It is full of bite-sized business and brand storytelling ideas originally sparked on Bernadette Jiwa's award-winning business blog TheStoryofTelling.com. Use this book as both inspiration and guide to help you tell the best stories you can tell about your business, your ideas and the work that matters to you. You don't have to start on page one and work your way through, or even read it from front to back. Each topic stands on its own so dip in and out. Reawaken a thought or an idea you've already had. Spark new ones. Discover different ways of thinking...



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