

Welcome!



1

Meet Amy

Why listen to me?

- Lived 12 lives but have always been building a community of followers
- My superpowers: Connecting and Asking Questions
- Organic Marketing Mentor at Joyful Business Revolution for service-based businesses
- Started as a member and volunteer at her local chamber 2006.
- Focus on travel and tourism, hospitality, community and econ dev in Virginia, Minnesota, Washington State
- Check Out Association Rockstars <https://associationrockstars.com/>



2

Storytelling

Who do you know that is a good storyteller?



3

Qualities of a good Storyteller:

Humor

Hook

Grab attention

Energy and animation

Emotions connect

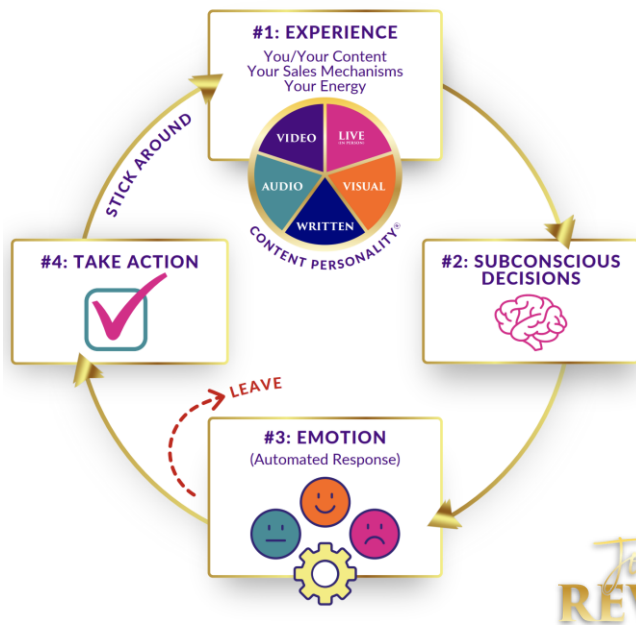
Real-life experience outside of something I have experienced

Relatable

Showing passion

4

The Psychology of Your Messaging



5

Facts tell, STORY SELL

Let's get our brains thinking in STORY
and build those story muscles.

💪 First, Last, Best and Worst.

6

Storytelling Structure: Start backwards

What are you
selling/promoting/enrolling?

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7

Storytelling Structure: Mood

What type of story will you tell?
Entertaining, shocking, informative,
inspiring, etc

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8

Storytelling Structure: Which one of these six does this story support?



9

Your Messaging Ecosystem

1: Mission-Driven Content
(grows your community)

2: Connection Content
(shows who YOU are as an organization)

3: Share Your Stance Content
(shares your thoughts about industry)

4: Thought Reversal Content
(changes thoughts of ideal members)

5: Thought Leader Content
(shares your expertise)

6: Direct Offer Content
(shares your offers/events/cert)



10

Storytelling Structure: Visual

Photos, video, graphic

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11

Storytelling Structure: Final Touches

CTA, Offer, Transformation
Statements, Testimonials, Transitions,
Possibilities

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12

Stay in touch!



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13

joyfulbusinessrevolution.com/quiz



14

When it comes to consuming content,
what type of content do you prefer? (choose

- one)
 - YouTube Videos
 - Podcasts
 - Infographics
 - Blog Posts
 - Webinars & Events

15

If technology wasn't an issue,
which would you prefer to create? (choose one)

- one)
 - Videos Blogs
 - Teleseminars (trainings via phone)
 - Visual Graphics & Branded Images
 - eBooks
 - Live Workshops

16

Let's discover your #JoyfueledMarketing sweet spot. Which of the following gives you the MOST joyful/pleasant feeling? (choose one)

- Seeing yourself on video
- Listening to your own voice
- Designing graphics
- Writing a letter
- Teaching a friend something new in person

17

If you had all the support you needed to be successful, which marketing activity would you find MOST exciting? (choose one)

- Videos Blogs
- Teleseminars (trainings via phone)
- Visual Graphics & Branded Images
- eBooks
- Live Workshops

18

If you had an extra 20 minutes of free time, which of the following activities would you MOST likely do? (choose one)

- Watch a video tutorial related to one of your passions/hobbies
- Tune into your favorite podcast or audio book
- Search for images online that inspire you
- Read a magazine article you've put on the back burner
- Reach out to a friend to make plans for dinner, lunch or coffee

19

When it comes to sharing your ideas and expertise, which of these activities do you find the MOST joyful to create? (choose one)

- Recording videos
- Recording audio clips, files, and/or podcasts
- Creating memes and visual graphics
- Writing articles, blogs, and/or ebooks
- Speaking in person

20