

Shaking up Product Storytelling

Telling a Customer-Focused Narrative - Kathy's tips from Product Camp 2013

Key questions you must answer with your story

- What is your customer able to do now that they couldn't do before because of you?
- What is the immediate benefit?
- How has the customer's life changed because of your product or service? This is bigger than the immediate benefits; it's about the bigger human need

When you only talk about features, you are stuck in an undifferentiated battle with competitors. Elevate your focus by telling stories of how your product empowers customers.

Your product is a secondary hero because it empowers your customer

Make your customer the hero and the focus. Your story should end on the big human need.

A story-based framework

1. Once upon a time, <give name: example, customer Bob or Sally> was.....
2. And every day, Bob did 'X'...<or didn't do X because he didn't have your product>
3. Until one day, Bob discovered <your product or service>...
4. And because of this, Bob can <benefit X>...
5. And because of this, Bob can <do benefit Y>...
6. And ever since that day, Bob uses <your product or service> because it allows him (big human need: freedom, access, more time or money, enhanced reputation, etc.)



About Kathy

Kathy Klotz (pronounced with long "O" as in *Close*) - Guest, MA, MBA, spent 10 years launching high-tech products and services, and another 8 years helping companies tell their best product and company stories to the world. She is the Founder of marketing strategy and communications firm, *Keeping it Human* and a Founding board member for the Society for New Communications Research. A marketer, storyteller and improviser (Sunday nights with ComedySportz), Kathy improves client results by turning marketing-speak into compelling human stories that work! This is her third Product Camp: they had her at "un-conference."

www.keepingithuman.com

408.578.8040

Kathy Klotz-Guest

kathy@keepingithuman.com

@kathyklotzguest