

# WELCOME



## Your Business Has a Great Story. Are You Telling It?

December 8, 2022

# PRESENTER

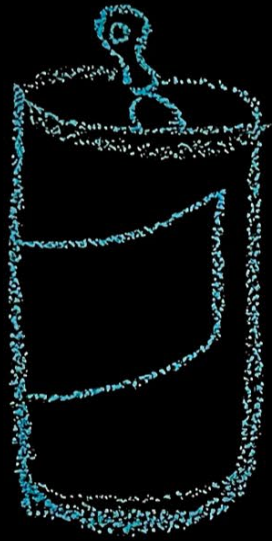
## Leah Sanford

- Leah Sanford is The Family Knife's team captain, cheerful motivator, and prioritization leader.
- Leah has worked with some of the country's top employers and largest organizations as well boutique businesses, creators, and consultants, helping them all communicate effectively and bolster their community reputations.
- She's a born coach and teacher, and she never lets the joy slip away, nor her clients fall.



Your business has a  
great story.

Are you telling it?!



A Story  
about  
Beer!

Hi! I'm Leah

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Marketing Strategist

Joyful coach

Entrepreneurship teacher

The MOST important

thing to take away  
today



What makes a great story?

(pop in the chat your  
favourite story)

# Breaking down story

- 1) central character,  
normal day for them
- 2) they want something ("struggling moment")  
(hint: it's NOT you, yet!)
- 3) they FEEL a need ("job to be done")  
(your moment to shine!)

# Breaking down story

- 4) Barriers → social + emotional
- 5) Journey → into the purchase funnel
- 6) Success ♥
- 7) Costs + tradeoffs  
(perfection is fake)
- 8) New them → with a new story to tell!

Ok, but what about...

---

☑ central character

your best visitor

they just "get it"

- your offering
- your value
- your story

Ok, but what about...

---

☑ they have a WANT

triggered by something  
Like an ad for a "vacation"

☑ they have a NEED

Connected to a feeling

(think: Rest, connection, excitement)



# Breaking down story

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Ok, but what about...

---

☑ Determine potential barriers  
for your central character

→ Social

→ Emotional

→ functional

\*Bob Moesta

"Obstacles are the  
raw material for  
achievement"

- Dan Sullivan  
Strategic Coach

# Breaking down story

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(perfection is fake)
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Ok, but what about...

---

☑ (Smoothing) their journey

- easy to buy/reserve/book (everything)
- easy to plan/research (website)
- easy to share/get inspired (social)
- easy to explain (story)

Ok, but what about...

---

☑ Success! They're here,  
they're loving it!

They got exactly what your  
Story made them  
Believe

# Breaking down story

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Ok, but what about...

---

☑ (Embracing) the trade offs

nothing goes perfectly, but  
you can absolutely have  
the perfect vacation



Ok, but what about...

---

☑ New them, new story!

You are the central  
character in the story  
they tell.

# Finding your details

- Your data
- TNS data
- Customer Interviews — talk to new guests  
— talk to returning
- Reviews + testimonials

## Write your story :

- compile the details
- build the structure
- craft the story

## Become a storyteller :

- macro story
- micro story for promotion

Questions?

Now go be magical and  
Share your story!

- Thanks,  
Leah

# UPCOMING WEBINARS

- Thursday, January 12, 10:00 am – **Hook'em & Book'em – Online Booking**. Presented by Yazeed Sobaih (Haylo Branding)
- Subscribe to Tourism Nova Scotia News & Resources for notices about upcoming webinars:  
<https://tourismns.ca/news-resources>



See recordings of previous webinars  
and related tip sheets:  
<https://tourismns.ca/webinar-series>

# Digital Content Marketing Program

Partner with Tourism Nova Scotia to capture compelling photos and video or deliver custom digital marketing campaigns to promote your business or community online.

**Application deadline:**

**Friday, January 6, 2023 at 4:00 pm (AST)**

**Link:**

**<https://tourismns.ca/digital-content-marketing-program>**



This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

Sign up for Digiport at  
<https://nsdigiport.ca/>



Digital Support for  
Nova Scotia's Tourism Sector

**Sign up**

**Get in touch with our network of digital marketing strategy experts.**

# STAY CONNECTED WITH TNS

- 🌐 Contact Business Development: [TNSBusiness@novascotia.ca](mailto:TNSBusiness@novascotia.ca)
- 🌐 Corporate website: <https://tourismns.ca/>
- 🌐 Consumer website: <https://novascotia.com>
- 🌐 TNS News & Resources: <https://tourismns.ca/news-resources>
- 🌐 Corporate Twitter: <https://twitter.com/TourismNS>
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