
STORYOLOGY

THE ART AND SCIENCE OF BLENDING THE PERFECT STORY

At Connect2 Communications, we believe in the power of a good story. The right ingredients can engage your target audience and help you reach your goals. But, what are your “right ingredients?”

GET STARTED BY ANSWERING THESE 10 QUESTIONS

- The purpose of my company – its products, programs and services – is:
- My customers are (name drop, if you can):
- The problem(s) that my company, through its products, programs or services, solves is:
- We solve this problem by:
- Once the problem is solved, how are things better? Who reaps the benefits?
- Here’s what our company is doing that matters to the market right now:
- How does this announcement fit within my company’s overall plan?
- These “things” truly make us DIFFERENT from our competitors (list as many as you can think of):
- Our competitors describe us as:
- Who is the best person to tell the company story? Why them? (Hint: This could be someone inside the company, but, it could also be a customer.):

Let us help you mix things up, we’re happy to help.
We’re **Storyologists** it’s what we do.