

Twitter Thread by Jeremy Moser

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10 key storytelling tips to master marketing, build brand affinity, and get more customers:

1. Customer = Hero

The hero of captivating marketing stories isn't your brand.

It's your customers and their transformation. Make them the star:



We believe in an economy that has room for everyone's dreams.

These are stories of everyday people chasing extraordinary dreams.

2. Specific Audience:

Impactful stories match the beliefs of a very specific audience.

They then spread your story to people just like themselves.

Remember: marketing to everyone is marketing to no one.

3. Delivery:

Not all stories are novels. Stories can be told with a single picture, tweet, or phrase.

Apple mastered delivery in their "Silhouette" campaign. Each image resonates with an activity, lifestyle, and identity:



4. Emotion:

To capture attention, your story should elicit strong emotional bonds.

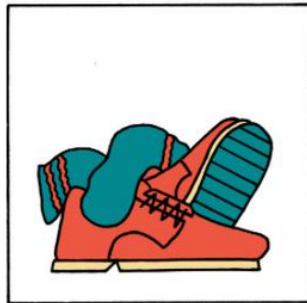
[@gumroad](#) is a great example of this, tapping into the emotions of escaping the 9-5 and getting paid to do what you love:

THE PAST

Gumroad makes it possible for you to:



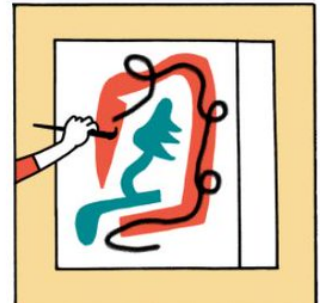
Escape your 9-5 desk job.



Take off your suit & tie.



End your commute.



Get paid for your craft.

5. Realistic Change:

Stories that compel purchase actions aren't fictional, they're realistic and achievable.

- Describe their core struggle
- Narrate their wins/losses
- Highlight their end-results

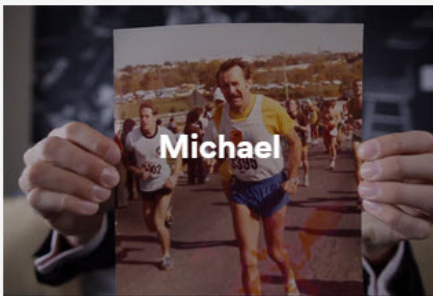
6. Community:

The best stories happen within the community of people you wish to serve.

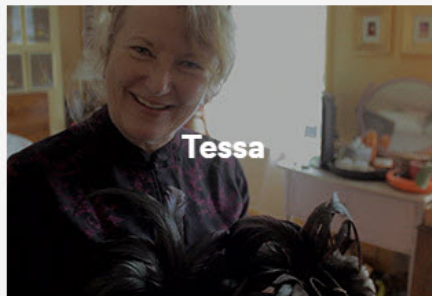
Airbnb's CEO said: "Nothing can express our identity more than the stories of people in our community."

Talk to your customers, your audience, your community. Share their stories.

Stories from the Airbnb Community



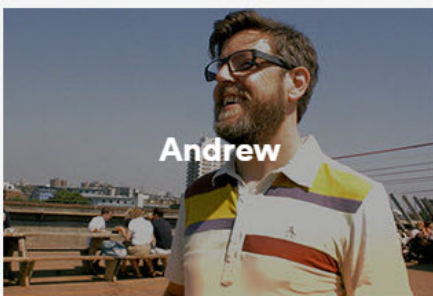
New York, United States
A busy New Yorker keeps pace with tradition



London, United Kingdom
Second Act: A new beginning



New York, United States
New Chapter: Breaking bread together...again



London, United Kingdom
Sowing the Seeds: Of love, and of vegetables



Los Angeles, United States
The Art of Receiving: A host transforms his home, his work—and his life



New York, United States
Full House: An invitation to friends, both old and new

7. Stakes:

What do customers stand to gain or lose from taking (or not taking) action?

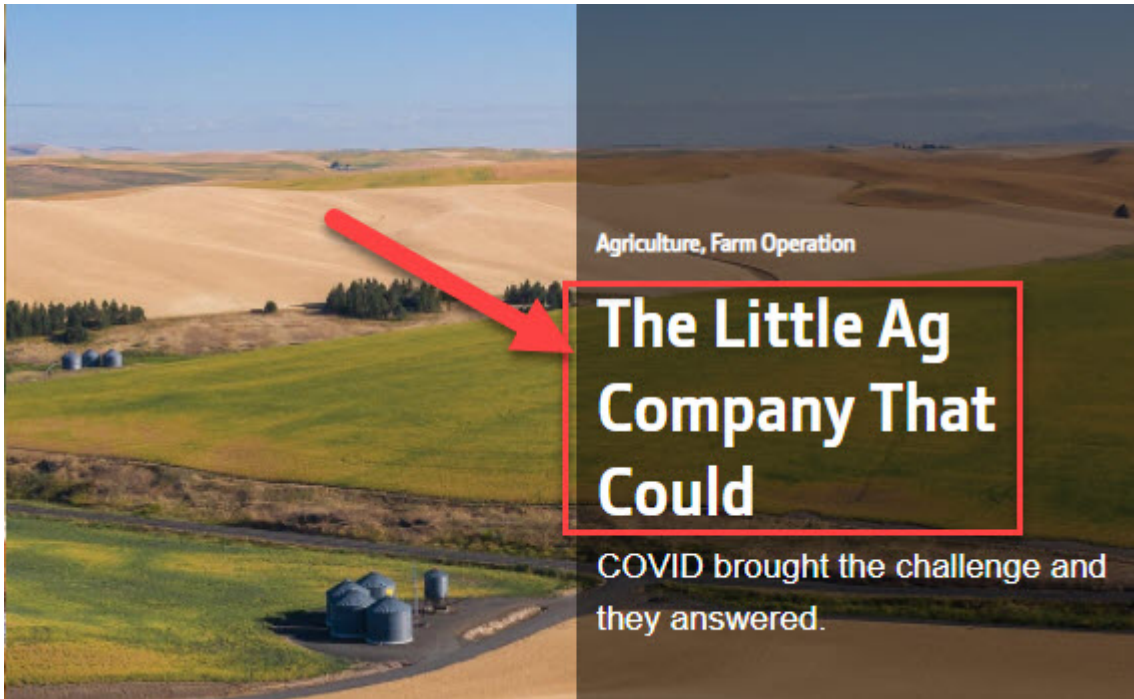
Things like money, time, health, status, career, etc.

Stakes build suspense and hold attention.

8. Underdog:

Psychologically, underdog stories captivate us. They give us hope.

Studies show that 88.1% of people root for underdogs. Tap into this with your storytelling:



9. Promises:

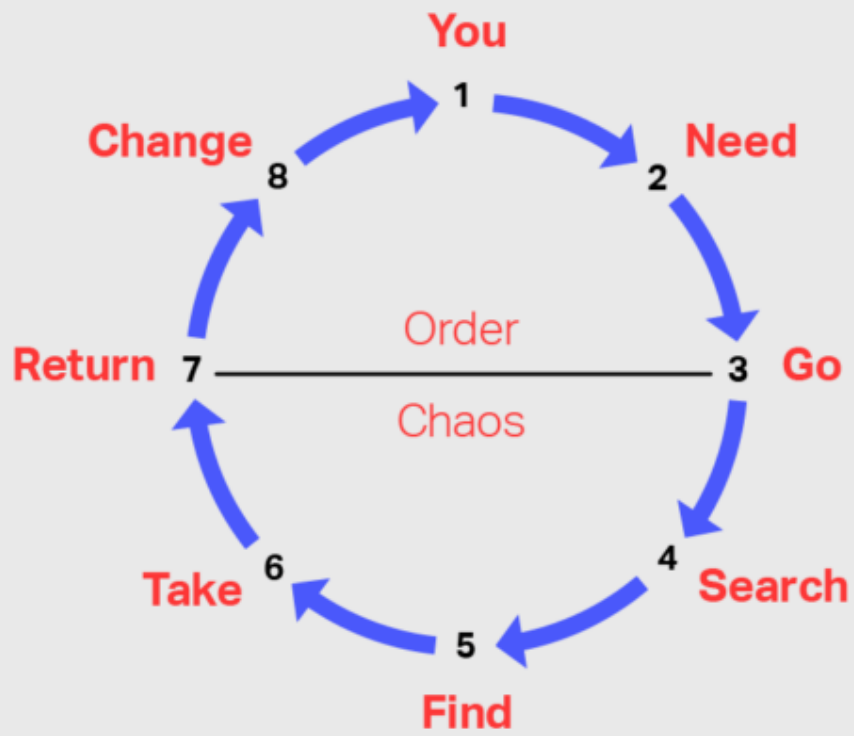
Great stories make clear promises; a happier marriage, authentic travel experiences.

The internet is noisy. Your promises must be achievable and exceptional to be worth listening to.

10. The Story Embryo:

This technique is great for brand stories, and evolves on the classical hero's journey.

The hero (your ideal customer) has a need, searches for help, tests ideal solutions, and finally transforms through your product/service.



Were these storytelling tips useful?

1. Retweet the 1st tweet above if you are feeling generous ■
2. Follow me [@jmoserr](#) for more weekly marketing threads!