

THE
APPLIED SCIENCE
— & —
BEWITCHERY
of Storytelling



GROWING RESILIENT STORYTELLING SKILLS

THE
APPLIED SCIENCE
— & —
BEWITCHERY
of Storytelling

You have an important resiliency story to tell about your farm **and** if you can make it crystal clear to your customers then you will connect on a whole new level to grow your brand.

But most people aren't getting the message because this subject can be complicated.

Therefore, this morning you will learn an easy way to connect with your audiences every time by making your complex communications simply compelling.

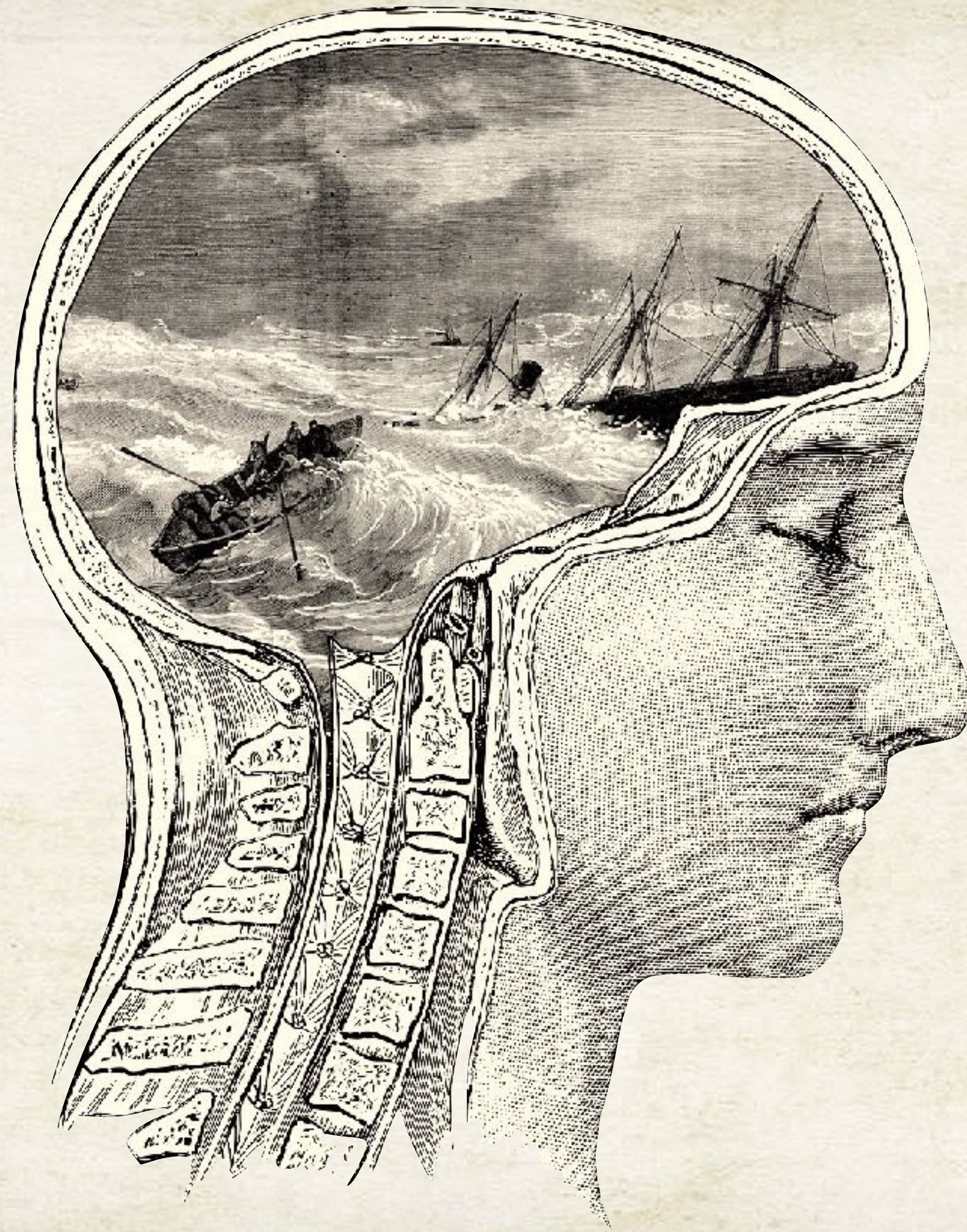
THE
APPLIED SCIENCE
— & —
BEWITCHERY
of Storytelling

AGREEMENT
CONTRADICTION
CONSEQUENCE

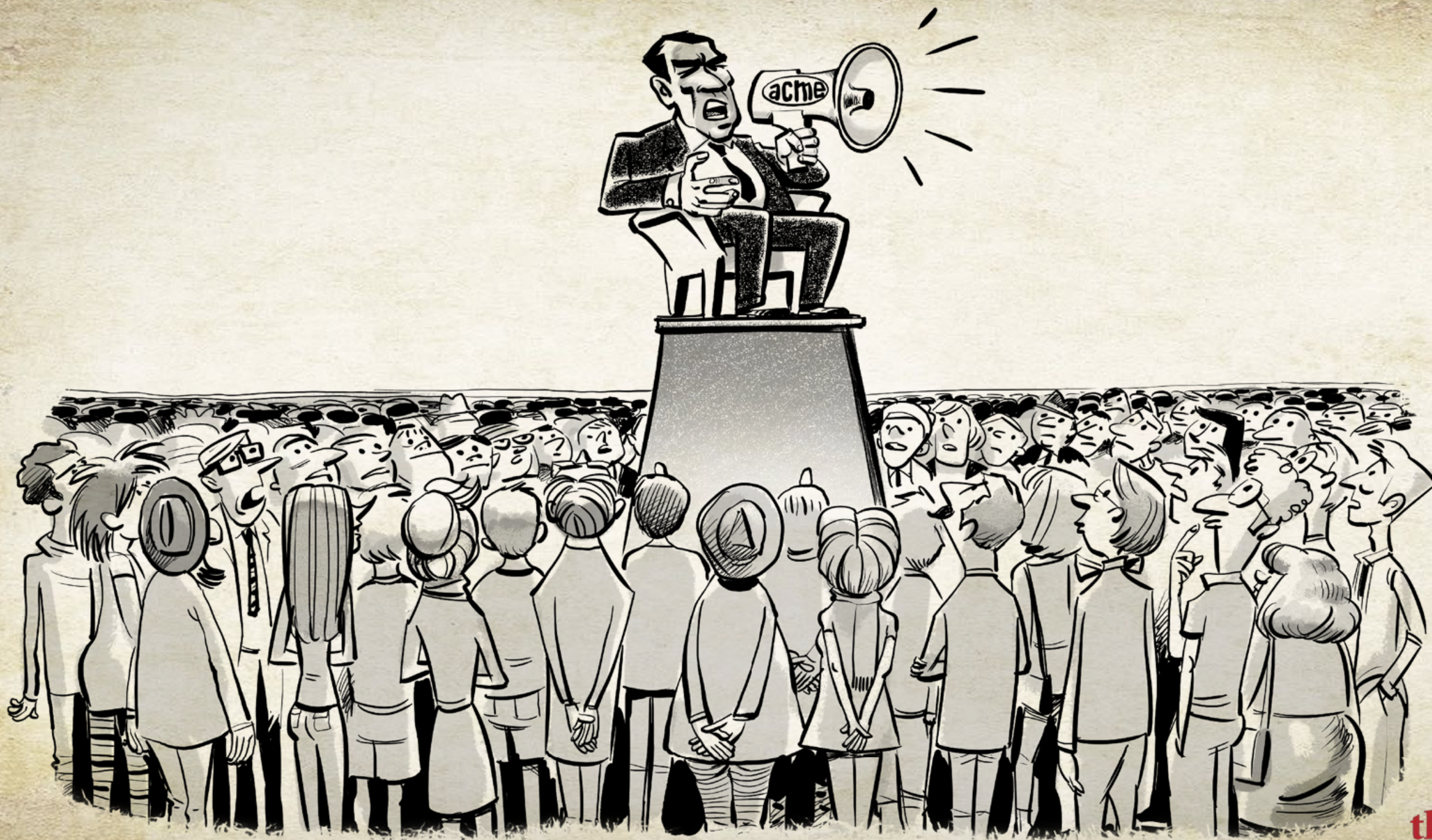
THE
APPLIED SCIENCE
&
BEWITCHERY
of Storytelling



THE
APPLIED SCIENCE
&
BEWITCHERY
of Storytelling



the business
of **story**



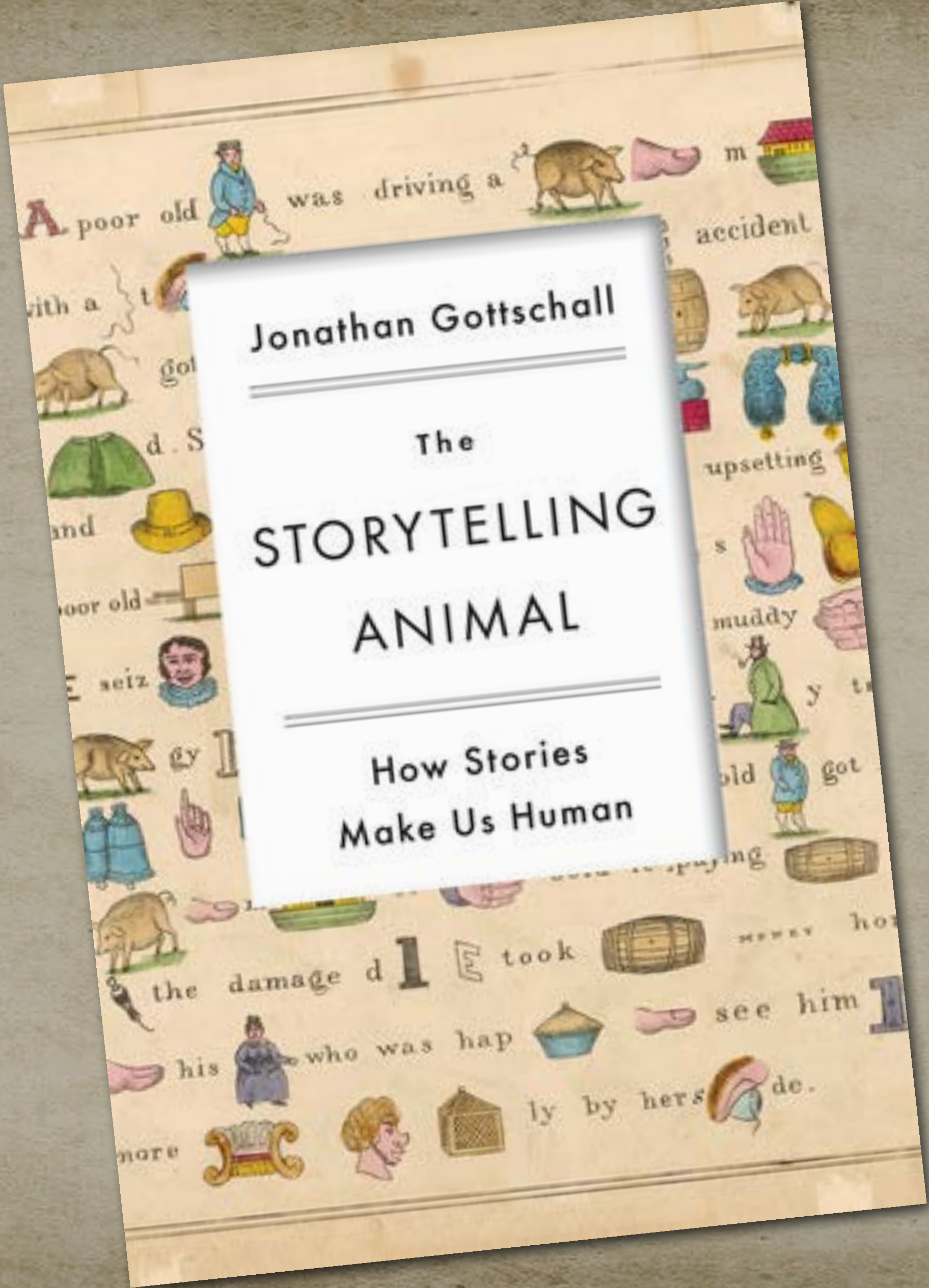




STORY IS PRIMAL.



THE
APPLIED SCIENCE
— & —
BEWITCHERY
of Storytelling







30,000 BC

"Uh huh..."



"Uh-oh!"



"Ah-ha."



30,000 BC

BEGINNING

MIDDLE

END



3000BBC

Introduction

Rising Action

Climax



1560ADC

Exposition Development Resolution

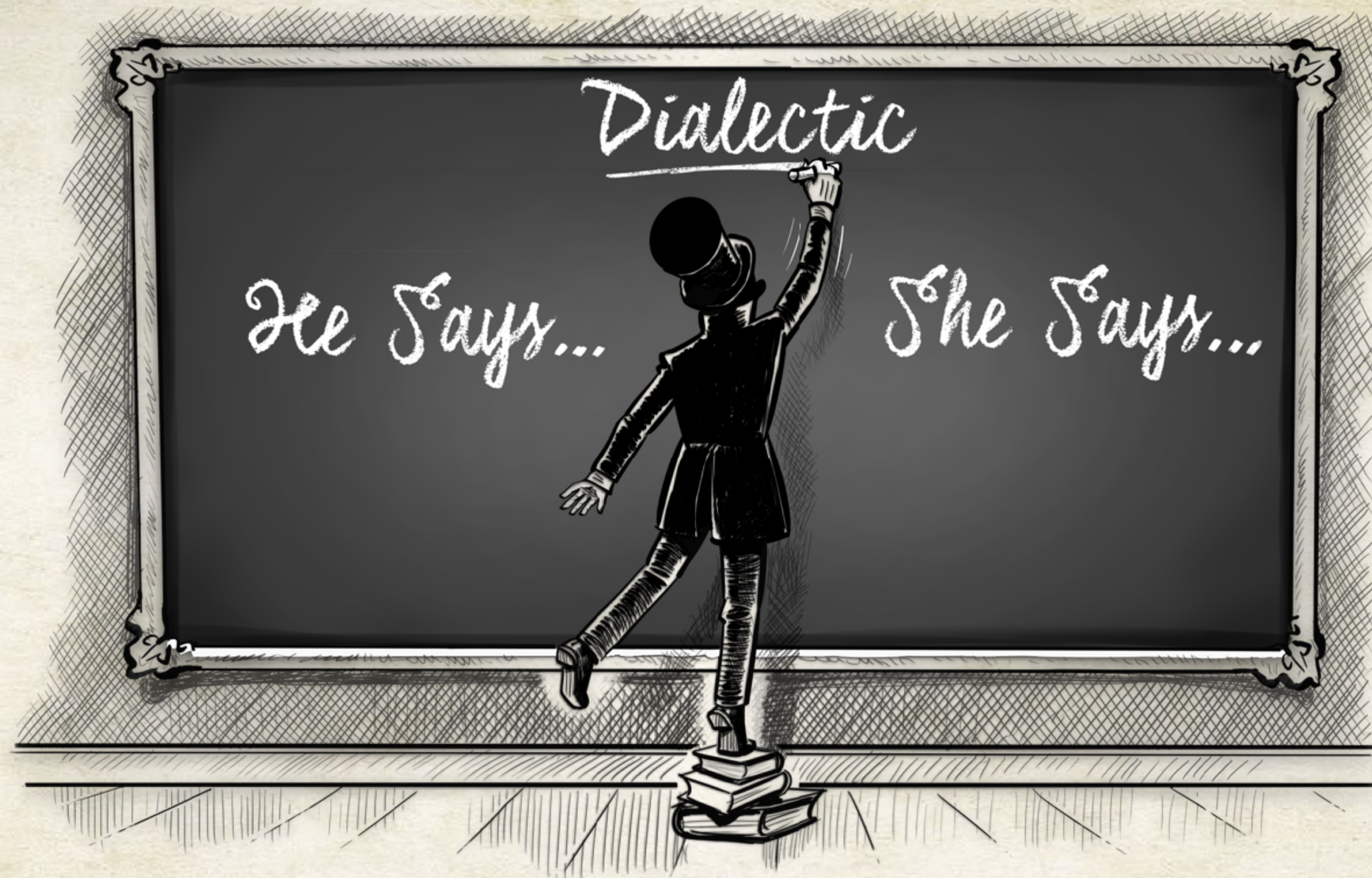


1786 AD

Thesis

Antithesis

Synthesis



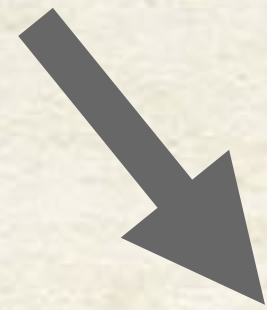
1880 AD





ABT (And, But, Therefore) **BUILD**

Context



AND

Stakes



,

BUT

← Problem



,

THEREFORE

← Solution



.



Randy Olson, Ph.D

Harvard scientist turned
Hollywood Filmmaker & Author

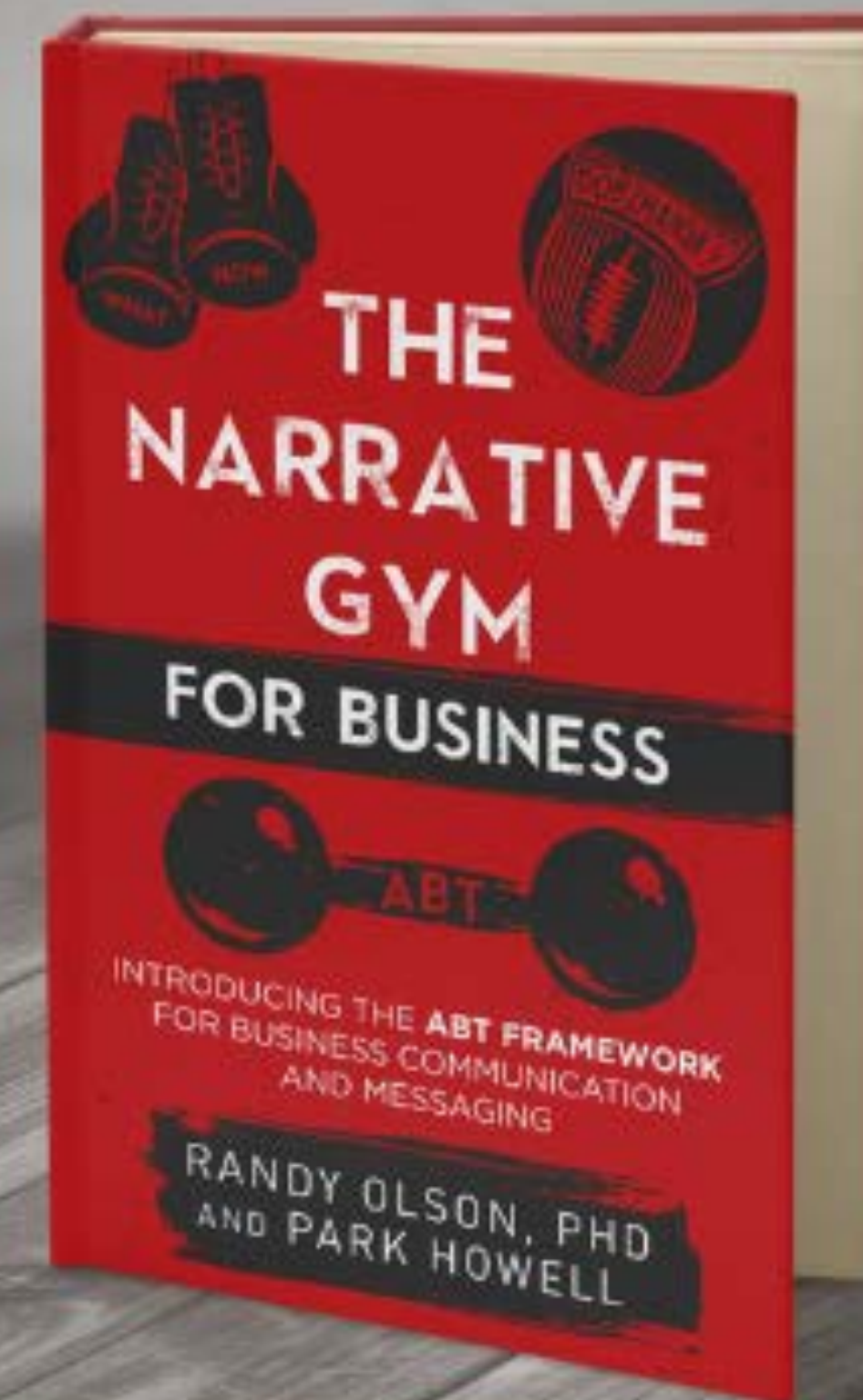
the business
of **story**

BUSINESS OF STORY WEEKLY PODCAST

the business
of **story** podcast

The One Narrative Framework You Need for Effective Business Storytelling

SHOW #318



WITH RANDY OLSON, PHD

Little Miss Muffet

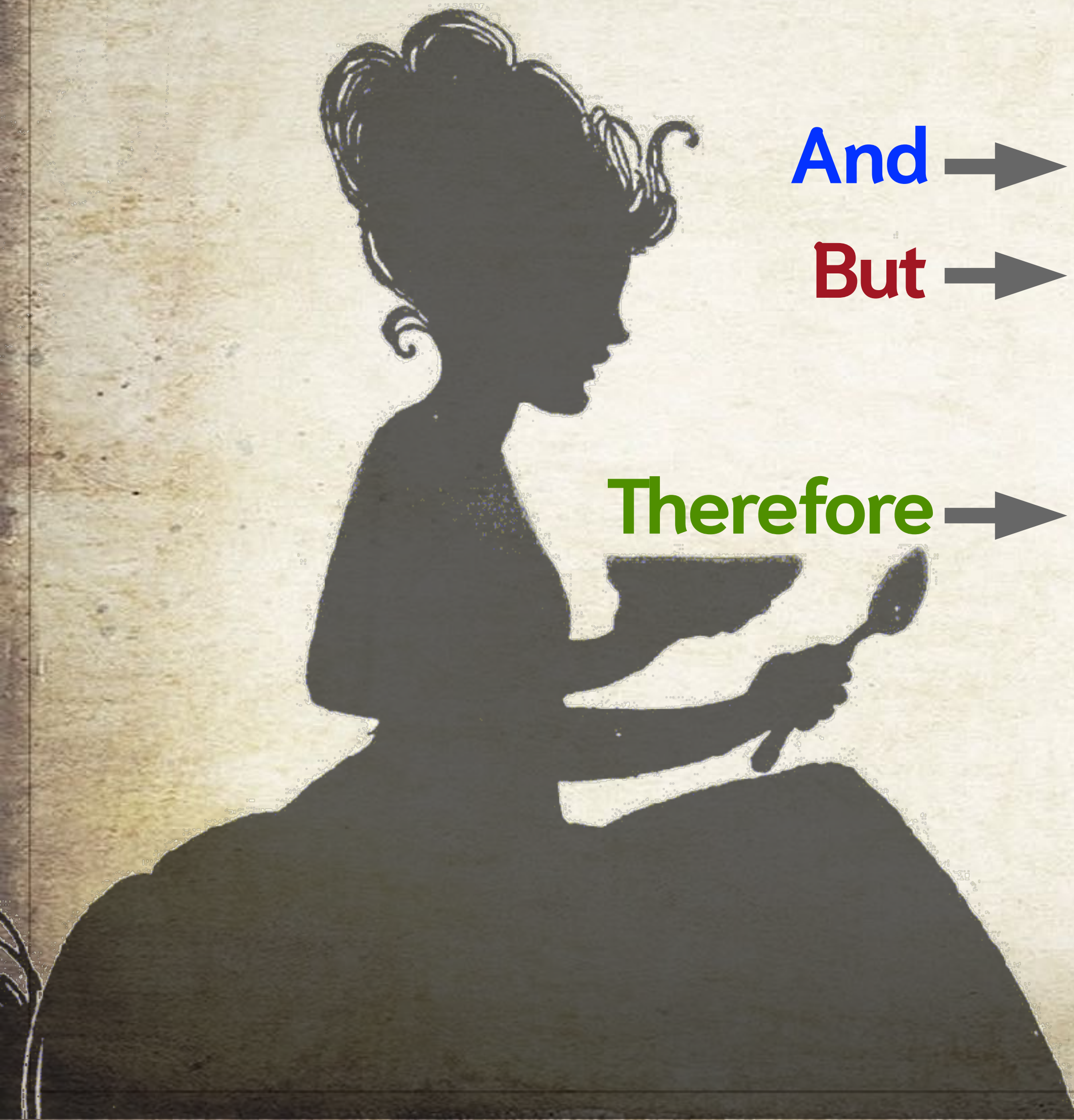
Sat on a tuffet,

And → *Eating her curds and whey.*

But → *Along came a spider,
Who sat down beside her,*



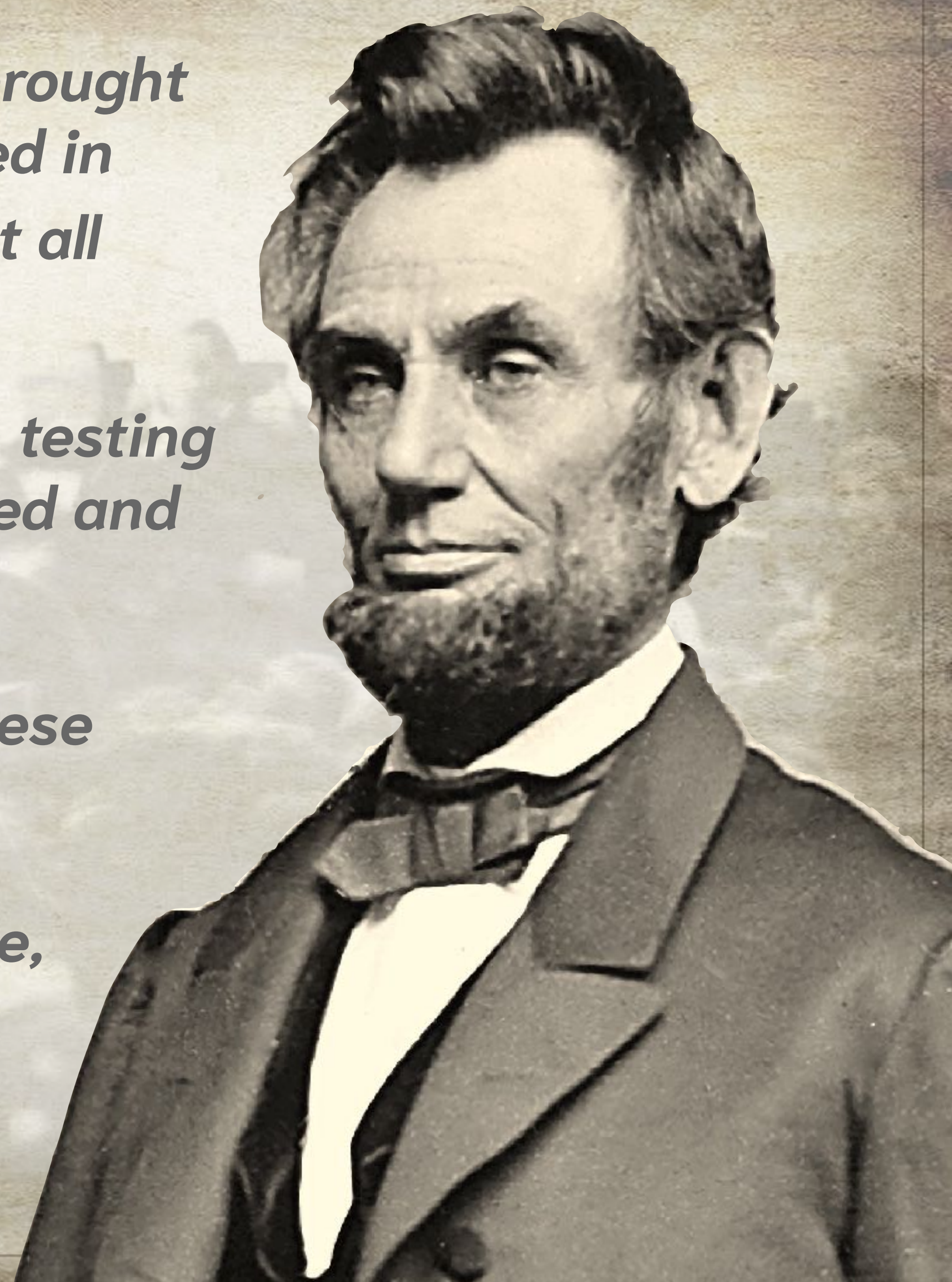
Therefore → *And frightened Miss Muffet away.*




*"Fourscore and seven years ago our fathers brought forth on this continent a new nation, conceived in liberty **AND** dedicated to the proposition that all men are created equal.*

***BUT** now we are engaged in a great civil war, testing whether that nation or any nation so conceived and so dedicated can long endure...*

***THEREFORE...** we here highly resolve that these dead shall not have died in vain -- that this nation, under God, shall have a new birth of freedom -- and that government of the people, by the people, for the people, shall not perish from the earth.*





Hey, I just met you
AND this is crazy,
BUT here's my number
SO call me maybe.

WHAT'S YOUR STORY?

BY PARK HOWELL

the business
of story

The #1 International Best-Telling Brand Story Creation System

FIND YOUR FOCUS

Begin by using the primal power of the And, But & Therefore foundational narrative framework to clarify your message. This helps your audience immediately grasp the point of your story.

Set the scene:

AND (raise the stakes):

BUT (identify the problem):

THEREFORE (reveal the solution):

(Did you see how I used the ABT on the previous page?)

6

AND:

BUT:

THEREFORE:

What one word describes your theme?

7





Set up

Problem

Resolution

HOW TO PROJECT YOUR STORIES

And

You and I are visual beings. We tell vivid stories to project indelible images in the theater of the mind so people can see the world as we do.

But storytelling is hard unless you become an intentional storyteller.

Therefore, if this magical little handbook has found you, then you've probably found yourself learning the applied science and bewitchery of storytelling in a Business of Story keynote or masterclass. This guide will show you how to craft and tell compelling stories that light up the imagination, connect with your audiences and move them to action. Imagine that.

#StoryOn!



FIND YOUR FOCUS

Begin by using the primal power of the And, But & Therefore foundational narrative framework to clarify your message. This helps your audience immediately grasp the point of your story.

Set the scene:

AND (raise the stakes):

BUT (identify the problem):

THEREFORE (reveal the solution):

(Did you see how I used the ABT on the previous page?)

6

AND:

BUT:

THEREFORE:

What one word describes your theme?

7



the business
of **story**

Flatbed Trailer Cargo Securement

We are the Cargo Control People, and we are here to help truckers and fleets alike get back control over their cargo. Give us a tie down problem, and we'll give you the ideal solution to make the securement job a smooth and effortless process. From Straps to Winches to Ropes to Hooks, we have everything you need to help you securely tie down your important cargo.



Your cargo is gold and it's critical to ship it as safely as possible. But there are many potholes along the road to a successful delivery. Therefore, secure your valuable load with the straps, winches, ropes and hooks from the Cargo Control People at KineDyne.

Document Systems

Shorter runs. Quicker turnaround times. Complete control over your in-house printing. It's what you want.

But your productivity is currently stuck on PAUSE.

Therefore, Sharp digital MFPs and copier/printers will have you printing like a pro with our industry-leading innovation, user friendly design, outstanding reliability, unsurpassed security and boundless expandability.

For years, Sharp document products and solutions have been earning high praise and prestigious awards from leading MFP testing organizations. For Sharp, this represents more than just an accumulation of accolades. It means that trusted industry experts as well as customers recognize that the remarkable innovation, user-friendly design, outstanding reliability, unsurpassed security, and boundless expandability of Sharp digital MFPs and copier/printers truly exemplify the company's unwavering commitment to quality and excellence.



AND

BUT



THEREFORE



jacksonhopfarms • Following



jacksonhopfarms Beauty in the belly of the Fog Beast!
#bringonthesnow #comeonwinter #letsgo

3w

Winter is an important season for growing resilient, tasty hops as they combat frost, snow and ice by storing life-sustaining carbohydrates in their roots.

But they look dead, huh?

No worries. Come spring these healthy hops will grow as much as 12 inches in 24 hours and tower 18 feet tall by September harvest resulting in abundant pints of pure joy.



30 likes

DECEMBER 21, 2021

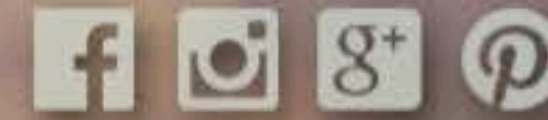


Add a comment...

Post



From farm to pint for five generations.



HOME

ABOUT

NEWS

HOPS

CONTACT

Proud to be

Salmon-Safe

[learn more >](#)

Great beer begins with great hops, and we've been growing them for generations.

Sodbuster Farms is proud to carry on the rich tradition of hop growing in Oregon's fertile Willamette Valley, and we are committed to a sustainable and quality harvest. See why we're the perfect source for premium Oregon hops.

Welcome to the Farm

NEW ON THE FARM

SALMON SAFE

We recognize that the land is the farmer's greatest natural resource and requires responsible stewardship for the next generation. Through carefully formulated and approved chemical application strategies, Sodbuster Farms fulfills its commitment to protecting the Willamette River watershed.

While nearly 800 acres of our farm are are certified Salmon Safe®, we utilize the same sustainability program for all of the land that is entrusted to us. Salmon need clean water; our Salmon-Safe certification means that we're doing our part to help Salmon thrive. Learn more about Salmon Safe certification at salmonsafe.org.



FULL SAIL
Cascade Pilsner
is proudly brewed with **Salmon Safe Cascade Hops**.

Deep in the Willamette Valley, at Sodbuster Hop Farms, there is an entire field of Salmon Safe Cascade hops that are grown especially for Full Sail. We use those especially for this northwest-style pilsner.

SUPPORT YOUR LOCAL HOP GROWERS

Full Sail PILSNER
WHOLESALE TASTE
CASCADE PILSNER
Brewed in the Willamette Valley, Oregon

SODBUSTER FARMS

SALMON SAFE

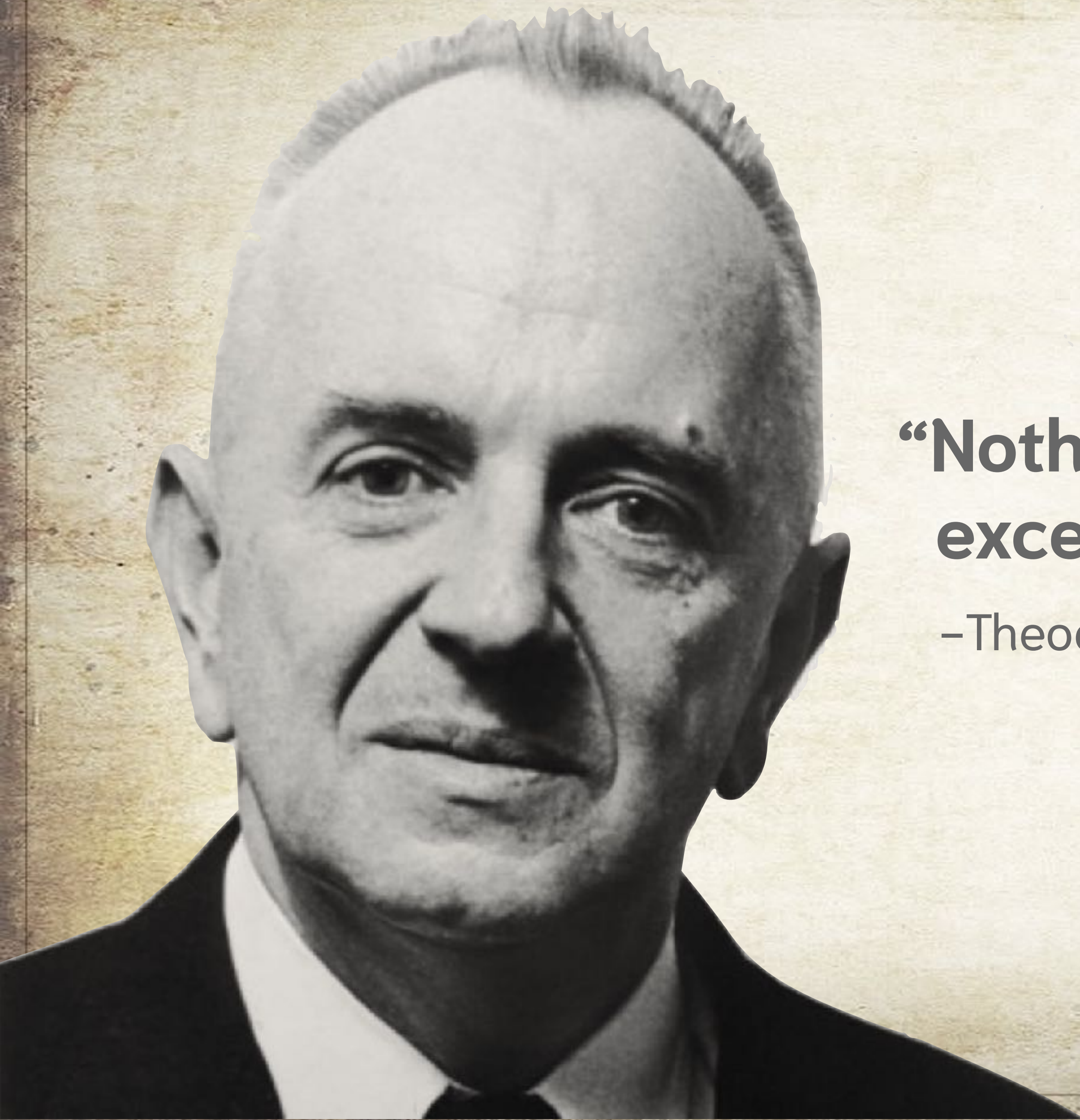


SALMON SAFE

You want the freshest, most aromatic hops available and to be sustainably grown to have as little impact on the planet as possible.

But the growing, harvesting, drying and shipping lifecycle of premiere hops can have a large ecological footprint.

Therefore, Sodbuster Farms reduces our environmental impact in all we do as evidenced by our salmon-safe certification, which is just one acknowledgement of the measures we take to ensure our fertile Willamette Valley fields provide healthy yields for generations to come.

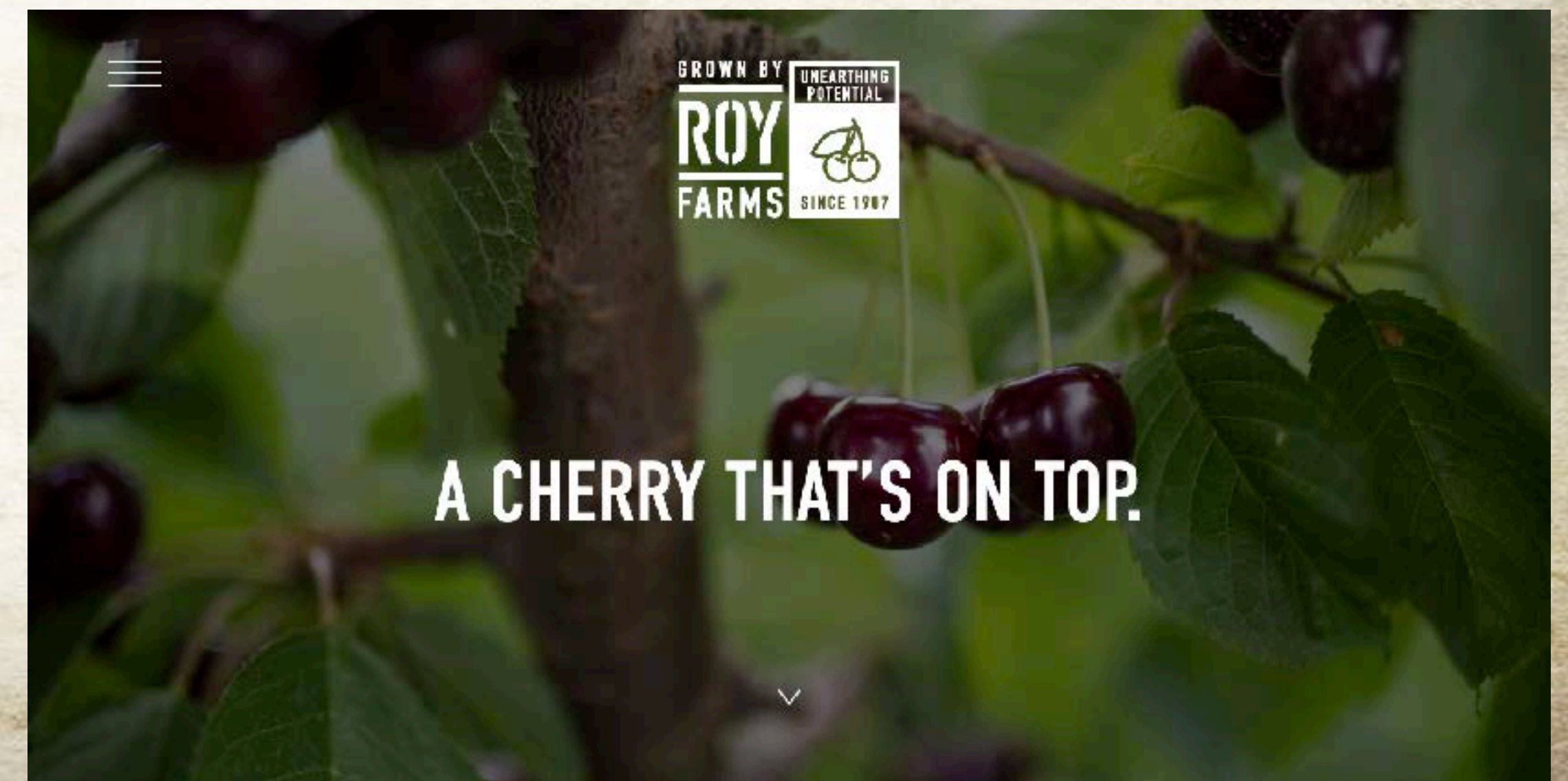


**“Nothing in biology makes sense
except in the light of evolution.”**

–Theodosius Dobzhansky



Nothing in the Roy Farms brand story makes sense except in the light of *potential*.



As a Brewer, timely, quality hops are what you seek and they don't have to be hard to acquire.

But Mother Nature and transportation can make deliveries seem almost impossible,

Therefore, partner with a company in the heart of Idaho's burgeoning hop growing region that has a specialty in logistics.

– Oliver Schroeder

Any brewer will tell you that quality hops are key to premium beer and it is critical for a hop farm to deliver a crop that is of the utmost quality.

But as in any areas of the farming sector, life-long knowledge and persistence always prevails in the fields.

Therefore, put your trust in six generations of hop growing know how in the Willamette Valley and see what Riverside Hop Farms can do for you in your next beer.

– Austin Smith

ABT BUILD

_____ **AND** _____,

BUT _____,

THEREFORE _____.

CRAFT A SMALL STORY FOR BIG IMPACT

You have crafted your ABT to clarify the theme of your message and now it's important to support the promise of your premise with a mighty short story. But most people default to impotent generalized information. Therefore, use the five primal elements of a story to take your audience to a moment in time that illustrates the business point you wish to make.



WHEN



WHERE



WHO



ACTION



AHA

10

When did this moment happen?

Where did it occur?

Who is the central character?

What happened and what was the surprising outcome?

What is the "Aha moment" learned from this experience that supports the theme of your ABT?

11



THE FIVE PRIMAL ELEMENTS TO STORY



When



Where



Who



What



Aha

AIRBNB BRAND STORY STRATEGY





There are people who want to explore interesting places around the world **AND** wish to feel less like tourists and more like locals.

BUT typical tourism houses you in large hotels, promotes crowded tours and separates you from the indigenous experiences you seek.

THEREFORE, Airbnb accommodates explorers with authentic residences where you feel like you *belong anywhere*.



AIRBNB BRAND STORYTELLING

“AND”

Berlin, 1987. My father was a guard on the west side of the Berlin wall. While another man guarded the east. Eventually, the wall came down.

But even after moving away, my father carried a piece of it with him. While I grew up, it lingered over all of us. A barrier between him and the rest of the world. I decided I would help by taking him back to Berlin to show him the beautiful place it had become. When we arrived, the stranger who answered the door became familiar. The guard who patrolled the opposite side of the wall now welcomed us as a friend.

“THEREFORE”

After that, things were better for my father. Airbnb. Belong anywhere.

THE FIVE PRIMAL STORY ELEMENTS



When



Where



Who



What



Aha

THE APPLIED SCIENCE AND BEWITCHERY OF STORYTELLING™

ACT I SETUP

Create context
with your ABT:

This **AND** this....



When



Where



Who

ACT II PROBLEM

BUT then that....



What

ACT III RESOLUTION

THEREFORE....



Aha

Share an example
anecdote:

- 1. Write three+ emails every day starting with an ABT.**
- 2. Teach two people how to use the ABT.**
- 3. Craft one ABT for a significant communications challenge or opportunity you have this week.**



THE ABTS OF SELLING™

⋮ Session 1: Learn the ABT to Ignite Your Sales ^


⋮ How to Wield the ABT to Dramatically Increase Your Sales Success
📺 🗣️

⋮ What is the ABT and how do you wield it to dramatically increase your sales success?
📺 🔑 🗣️

+ ADD LESSON COPY LESSON FROM

⋮ Session 2: How to Sharpen Your ABT Sales Hook ^

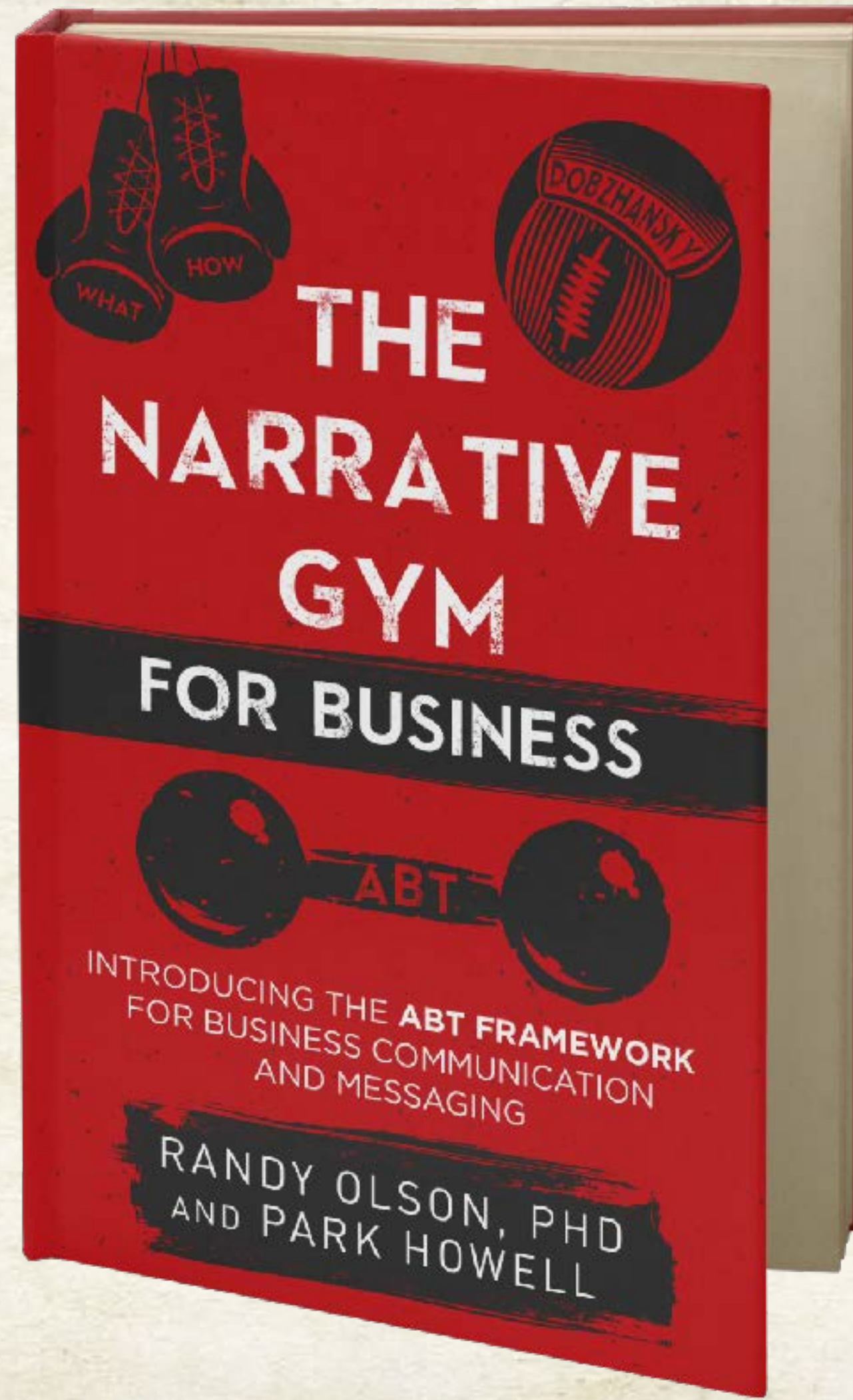
⋮ The ABT is so simple, can it really work?



It's all about the details. Pick your thumbnail image, add closed captions, update settings, and track your video performance analytics in the video library. [Manage video settings](#). [Learn more about the video library](#).

bit.ly/abtsofselling

THE
APPLIED SCIENCE
&
BEWITCHERY
of Storytelling



A person stands on a dark, silhouetted hill at night, looking up at a vibrant, colorful aurora borealis in the sky. The aurora displays shades of purple, pink, and orange, creating a dramatic and inspiring scene. The text is overlaid in white, bold, sans-serif font.

**The most potent story you tell
is the story you tell yourself.**

So make it a great one.