

21 BRILLIANT STORYTELLING EXAMPLES



MATTHEW TURNER

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Hello and welcome to [21 Great Storytelling Examples](#) - a journey through some of my favourite tales from businesses, individuals, writers, artists, and musicians alike.

Stories are all around us and our lives are crafted from them. We devour them as small children and they're often what connects us to parents and family members, friends and loved ones, and strangers across the globe.

This Ebook is tasked with introducing you to some of the best stories around. As part of the **Storytelling Starter Kit**, I hope you'll learn through the eyes of others: becoming inspired with each new tale, each unique feature, and how an array of individuals and businesses alike are Discovering, Creating & Sharing their one true story.

I hope the following examples are as inspiring to you as they are to me, and if they are, please be sure to join me at [TurndogMillionaire.com](https://www.TurndogMillionaire.com) where we discuss the amazing world of Nomadic Storytelling day in, day out.

I shall now leave you with [21 Great Storytelling Examples](#) - a set of tales that are sure to get your creative juices flowing. If you have anything to share with me, questions to ask, or would simply like to chat, please do so at: matt@turndogmillionaire.com

BUSINESSES



The first six examples are from businesses doing a grand job at sharing their story and connecting with their customers. Big or small, new or old, a company can tell a story as impressive as any individual.

It's great to see more doing exactly this, and if you have a business of your own, or you hope to start one, grow one, or expand one at some point in the future, NOW is the time to begin your tale.

These six businesses inspire me and hopefully offer the same to you.

OUR CORE TEAM



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Architect

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foursquare: [rameet](#)
facebook: [rameet](#)



CREATIVE
CYCLING
STRENGTH
TECHNICAL



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TECHNICAL
DIPLOMACY
CHINESE
DANCING



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zerply: [Branded07](#)



CREATIVE
RUNNING
MATH
TECHNICAL

FUELED



A huge part of any story are the characters that reside within it. In terms of a brand, this falls on the team members who get up each day and make the ins & outs tick.

Building a strong culture is amongst the most valuable things a business can do, and again, this falls on the team members to align and sing from the same sheet.

This is why Fueled have made this list of inspiring brands. Their Team Member page is arguably the best I've ever come across. It's

slick, stylish, and has a unique essence that demonstrates a great deal about who they are.

This is a modern brand, a prestigious one, and a team of individuals who craft something special.

It isn't over the top or brimming with detail, but it stands out and leaves a mark. People comment on this page. They're left intrigued and interested. They have faith before they pick up the phone, and it tells their story far better than any other medium could.



MEET YOUR NGENEERS



ALEX RUBIN
Night Owl



CARL SMITH
Chief Keeper Upper



FRED BOYLE
Digital Chef



GREG AKER
Chief Code Thrasher



KATY GARRISON
The smArtist



LORI AVERITT
Super Glue

NGEN WORKS



Like Fueled, Ngen Works share who their team members are in style. We live in an vibrant age where people desire colour and meaning.

Animation can offer this, but it needs to provide something different to everyone else otherwise nothing will be achieved.

The first aspect that stands out is the original grid layout that shares the whole team in a simple and effective manner. You're never more than a click away from discovering life in greater detail, and this is where things step up a level.

You won't find too much information about job skills and qualifications here, rather who the person is, what makes them tick, and why they're part of this overall culture.

A story needs to be interactive and this is what Ngen Works provide. The finer details can be filled in later, but the initial meeting needs to capture attention and evoke emotion.

I love how they've layered everything and shared who they are. It's a fine example that I'm thankfully seeing more and more of lately.



"THE LONGEST JOURNEY THAT A MAN MUST TAKE IN HIS LIFE TIME IS THE 18 INCHES FROM HIS HEAD TO HIS HEART"

DONATE

facebook
twitter

SITE of
the DAY



START

LACK OF ACCESS TO CLEAN DRINKING WATER AND PROPER SANITATION KILLS 1.5 MILLION CHILDREN EVERY YEAR (THAT'S 4000 CHILDREN A DAY)



10 MILLION YOUNG GIRLS ARE VICTIMS TO TRAFFICKING EVERY YEAR AND MOST OF THEM BETWEEN THE AGES OF 8 TO 12 YEARS OLD

CAN YOU BELIEVE THIS IS THE WORLD YOU AND I LIVE IN



Like 1k

← START 1 2 3 4 5 6 7 8 9 10 11 12 CAUSES CONTACT SUPPORT ♥ →

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HEAD 2 HEART



This is certainly one of the more charming timelines I've seen a business utilise. Simply put, it's lovely.

The journey taken is easy to navigate and never overwhelming, and you're given the opportunity to share and dig deeper throughout.

A timeline is a fantastic way to offer an overview with select touch points providing greater insight. This is what Head2Heart do and the result is superb.

I love how it navigates laterally instead of horizontally, and the entire style aligns with what they do and how they work.

It captures attention with bright colours and keeps interest with minimal content. It's playful yet serious all at the same time, which is rather difficult to achieve.

I'm a fan of timelines and this is one of my recent favourites. Elegant and full of soul. What's not to like?



Wildlife is a crew of digital pioneers, charting the unknown and mapping the digital future for those that have the steel to venture into the unexplored and unprecedented.

WE MAKE THINGS THAT **MOVE AND AFFECT**

WILDLIFE



Although I don't think impressive graphics and special effects are required to share a great story, they can certainly help from time-to-time.

Wildlife's website, simply put, is insanely good!

However, let me ease your worries by stating this isn't all style with no substance. The features are great, but the overall tale on offer is what makes this website so powerful.

You're given a great insight into their culture, philosophy, and overall energy. It's clear to see

that they produce great products and a sublime service, but this isn't always enough.

We want to delve deeper and this is what Wildlife provide. They don't only tell, but show. They don't only inform, but evoke a reaction and place enough intrigue to discover more.

This is impressive on many levels and shows just what a business can achieve by focussing on the story, early.



REVOLUTION VIEWING



What's the old saying about a picture saying a thousand words?

Well, if a picture says a thousand, an interactive, 360-degree image must speak a million. That's what Revolution Viewing specialise in, and their About Page shows it off in style.

You meet the team, see how they work, are involved in what they offer, and given the opportunity to watch videos and discover as much as you like.

The best part of this entire process is that it's only the beginning. I know the owner and he excitedly spoke about the plans they have, which trust me are impressive and amazing.

Such a tale is told in a single image. It aligns well with modern technology (like the tilt feature in a smartphone) and can be layered and added to as much as you like.

This is another example of an impressive WOW factor, and when I first saw it I had to learn more. It literally moved me.



our story

IMOGEN + WILLIE



We've seen businesses provide the wow factor and share what they do with effects and new technology and time intrusive means.

Imogen + Willie don't do this, but the result is just as grand - if not grander. I love video. I love how it connects people and immerses you instantly.

This isn't just a video, though, rather a documentary about who they are, what they do, and why you should care about them RIGHT NOW.

This is artistic and personal and inviting. It's worthy of the cinema, not the computer screen, and I find it hard to believe how people can't love this..

I wanted to share this to demonstrate how simplicity can produce the goods on epic levels. Impressive effects are fine, and often necessary, but they don't hold exclusive rights to great storytelling.

It's all about the tale, and the simple means can sometimes shine through. Imogen +Willie did this. All I can say is: WOW

INDIVIDUALS



The next six examples are from individual men and women doing a fine job each and every day. We live in an age of the Solopreneur, and although you may not remain a single entity for long, many of us begin in this manner.

You don't need a big budget or a grand team or an army of workers at your disposal to craft an epic tale. There are people doing it on their own, being unique and quirky, and providing us with something that only they can.

Folk like this are a true inspiration and help me in my own journey day in, day out. I hope they excite you in the same way.

PRESS

I've been named one of PC World's Top 50 People on the Web, Inc.com's 30 under 30, and Business Week's 25 Most Influential People on the Web. It's probably all downhill from here.

If you need a press/conference headshot, [try this](#), [this](#), [this](#), or [this](#). (In the bottom-right info box there is a link to the print-quality full size version of the image.)

Haven't updated this list in a while, best to check out the [press tag on this blog](#), the [Automattic news page](#), or a [Google news query](#).

- › Pioneers Festival: [Interview with WSJ's Ben Rooney](#) — 2012-10-31
- › Halcyon: [Conversation #15 Matt & Halcyon "Make An Impact"](#) — 2012-09-18
- › Forbes: [With 60 Million Websites, WordPress Rules The Web. So Where's The Money?](#) — 2012-09-05
- › Wall Street Journal: [Step Into the Office-Less Company](#) — 2012-09-04
- › Wired Enterprise: [WordPress Founder: 'Enterprise Software Sucks'](#) — 2011-11-11
- › Video interview: [I am HISD](#) — 2011-09-23
- › Business Insider: [The Top 10 Most Influential People Online](#) — 2011-03-04
- › AOL Small Business: [Meet the millionaire dropouts](#) — 2011-02-09
- › Business Insider: [#3 of 30 Founders under 30](#) — 2011-01-11
- › Stepping off the Edge podcast: [Philosophy of Open Source](#) — 2011-01-07
- › Robert Scoble: [Big Omaha interview series](#) — 2010-12-28
- › Le Web 2010 with Alexia Tsotsis: [Browsing the Platforms, with Toni Schneider](#) — 2010-12-12
- › Jeffrey Zeldman and Dan Benjamin: [The Big Web Show #29](#) — 2010-12-02
- › TechCrunch: [TechFellow Product and Design award](#) — 2010-12-02

RECENT ESSAYS

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VIDEOS

There are over [50 videos of talks and interviews I've given on WordPress.tv](#).

SPEAKING

I enjoy sharing what I know at conferences, here are some I have or will participate in as a speaker. If you're looking for one thing to check out, listen to the BayCHI "first 100k users are always the hardest" recording, it's

MATT MULLENWEG



I, like many people online, utilise the amazing platform, Wordpress. As such I have much to thank Matt Mullenweg for, least of all for his simple, personal, and effective little story.

Matt's tale is grand indeed, which means going over the top would be far too easy. His site, overall, is simple - hell, Wordpress in general is - so his story needs to align with this.

His tale is practically made up of links pointing elsewhere, which might not sound inspiring, but I find it rather clever.

The numerous Press Releases, Interviews, Documentaries, and general insight into Matt's world is covered around the web-esphere, so why try and replicate this when it already exists?

Matt's story is centered around directing you to it. He doesn't expect you to search for yourself because it resides on one single page.

It's simple, bland, and a little boring, but at the same time it's perfect. Not everyone can share their story in this manner, but some can.

I RUN THE COOLEST COMPANY ON THIS BEAUTIFUL PLANET.



AJ LEON



Aj Leon is an inspiring character who had me at hello. I was on board before I saw his story, but as soon as I glanced upon it I was hooked - line, sinker, and all.

It's so simple - a few images is all there is - but the impact is large. It's amazing what people can produce with so little, but AJ takes you on a short journey that immerses you into his world.

He's passionate and helping and a nomadic man of means. He doesn't want to take up too much of your time, so is happy to direct you elsewhere - should you desire.

Not everyone can replicate what a Matt Mullenweg can, but anyone can copy this. It's simple and easy to do, but at the same time difficult to execute.

I suppose some stories are easier to share than others. AJ's certainly is, but the way he implements things is impressive nevertheless.

A fine example for the soloprenuer out there looking to do something special.



Your desire

DANIELLE LA PORTE



And so we move to the female of the species. I find women to be gifted storytellers. They're often very good at grasping the true emotions and are rarely afraid to share it.

Danielle La Porte is one of these, and although the way she shares her story is a little 'wordy' and long winded, it's interesting and inspiring nevertheless.

I love her highlights section, which showcases the best of the best. This is a brief way to uncover what she does and who she is, and like

Matt Mulenweg from earlier, it points to various articles and interviews from the past.

This really is a good approach for the individual entrepreneur to take. It's easy and effective all in one go - which let's face it, is what we're all striving for.

Don't expect special effects or fancy features with this one, but don't be surprised if it hooks you regardless.

I tip my hat, miss.

About Sara

Sara, Spanx Founder,
In the original pants that started it all!

“I literally wore this outfit every day for the first 3 years after starting Spanx. I kept the pants (they still fit—thank you SPANX!), and of course I kept my lucky red backpack!”

SPANX T-SHIRT

Right after I incorporated Spanx, I ironed-on the word SPANX to one of my favorite black t-shirts and didn't take it off for years!

CREAM PANTS

I bought these pants for \$98 in 1998. Frustrated, they hung in my closet unworn because I couldn't figure out what to wear under them. Until...

FOOTLESS PANTYHOSE

My first invention! If you met me

LUCKY RED BACKPACK

I actually had my first prototype in this backpack when I presented to the Neiman Marcus buyer!



A Welcome Message from Sara

WATCH NOW ▶



Read Sara's Full Story

READ MORE ▶



Sara's Media Clips

WATCH NOW ▶



Years of Great Rears

The timeline to how the entrepreneurship began

LEARN MORE ▶

SARA BLAKELY



This is an example I often use. I love to see founders linking themselves to their business with effortless ease. People like Richard Branson and Mark Zuckerberg are leading the way, and from the female corner I think Sara Blakely is at the top her game.

Spanx has legions of fans and Sara is looked at like a deity. It would be easy to lose control of this roller-coaster, but Sara keeps things on track rather well.

I love how her story is on the Spanx website, and I love how it isn't separated a great deal.

She is Spanx, and Spanx is she, and the tale crafted is quaint and lovely. There's a lot to offer and a great deal shared, but it isn't overwhelming or too much. Everything is done in a subtle and fresh manner.

Not only is this story an inspiration in its own right, but the way it's crafted and shared is, too.

There's reason I use this example often. It demonstrates how an individual and a business can link effortlessly. Take note.

ABOUT HEARTMADE



Sweet! You're here. I was hoping you stopped by. Hurry, hurry, the show's about to start. Grab a virtual cupcake (or two) + put on your paint stained pajamas. It's time.

FROM THE HEART OF

MAYI CARLES



Come on in! Yes you, in your paint stained pajamas if you wish. This is your space to dream up + spill open your splendidly messy life in progress. You're bound to leave here feeling happier + super empowered + most certainly loved.

stay in touch



free resources

MAYI CARLES



This story by Mayi Carles is cute, funny, and very very raw. I respect transparency and honesty, and I love to see stories sharing a great deal of it.

That's what you can expect here as Mayi takes you on a trip through her life - and yes, it includes baby pictures.

The world is full of solopreneurs these days: individuals who are making a living all by themselves. This can come in many forms, but no matter the parameters or skill set, people

work with individuals like this because it's personal and emotional.

As such we desire honesty and the bigger picture.

Who are you, where did you come from, what makes you tick... Mayi shares this and more and I have a great deal of respect because of it.

It also shows you a great deal about who she is and what you can expect. Like I say, it's cute, funny, and very very raw.

THE MINDAARON finger project

DROPPING F-BOMBS
and jaws
in the **MARKETING WORLD**
since **the dawn of time** (rough estimate)

YOU

★ A small business owner, a big giant corporation (or someone who just thinks we're cute) –and you're desperately craving more **PERSONALITY** in your marketing, your copy, and maybe even your

ASH AMBIRGE



Where Mayi is cute, Ash Ambirge is pure sassy.

I love this story because it demonstrates how powerful honesty and being yourself can be. You wouldn't think a girl who drops the F-Bomb and is generally rather crude and rude would do well in this world, but Ash does and is.

She's doing very well in fact.

This is another honest tale that unearths the true nature of the individual. Through video, a timeline, and a host of honest feedbacks, you uncover who Ash Ambirge is.

I also love her options between the short, extended, and long version of her story. She clearly has a lot to say but doesn't want to force it down anybody's throat.

I like this.

Even if you're crude and rude you still have a place in this world. Be honest with your story, and most importantly, be proud. There's room for a wide range of individuals, so don't try and conform to who you think you need to be.

WRITERS



The following examples are from writers and authors who practice what they preach. As a writer myself it's easy to get lost in a world of fiction or a project that takes so much of your soul.

We forget our own story, which is sad because readers across the world are waiting and yearning for writers willing to share, converse, and connect.

Here are a couple of examples that I love. Just because you spend your life creating stories doesn't mean you can't share your own. Practice your craft at any opportunity you get.



JOHN GREEN



Considering writers spend their lives crafting stories and sharing them with the world, they're often rather poor at doing it for themselves.

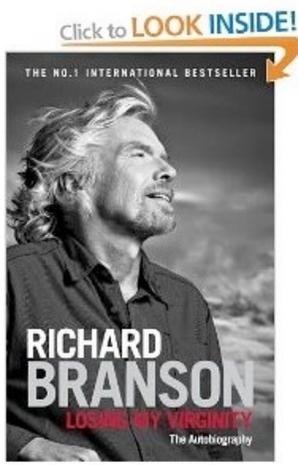
I'm usually uninspired by author websites and the information on offer, and although the age of the recluse writer is fading, it still stands rather tall and firm.

Some are doing things just right though, and John Green is one of these - together with his brother and partner in crime.

John's Youtube channel is rather popular, not with video after video about his writing, but about his general journey, which yes, outlines his story.

The numerous videos and series on offer provide everything you need to know, and although it's taken a lot of time to develop, I can think of few ways better to share.

This is interactive and inviting and excellent in so many ways. I wish more writers did stuff like this. Here's hoping.



Losing My Virginity: The Autobiography [Paperback]

Sir Richard Branson (Author)

★★★★☆ (89 customer reviews) Like (63)

RRP: ~~£11.99~~

Price: **£8.27** & this item **Delivered FREE in the UK** with Super Saver Delivery. [See details and conditions](#)

You Save: **£3.72 (31%)**

In stock.

Dispatched from and sold by **Amazon.co.uk**. Gift-wrap available.

Want delivery by 1pm Tuesday, 23 April? Order it in the next 24 hours and 20 minutes, and choose **Express Delivery** at checkout. [See Details](#)

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Audio Download, Abridged	£9.14	or Free with Audible.co.uk 30-day free trial	

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Trade in here

Book Description

Publication Date: **7 May 2009**

This is the bestselling autobiography of iconic entrepreneur Sir Richard Branson, featuring his take on his latest business ventures, personal achievements and intrepid adventures. You'll discover how Sir Richard is committed to building a better world through responsible, holistic business practices and ventures such as the Virgin Health Bank, which is contributing to regenerative medicine, Virgin Fuels, which has pledged £200 million to renewable energy projects, and his company's charitable arm, Virgin Unite. You'll also learn

RICHARD BRANSON



Why is Richard Branson in this section?

Well, he may be a famed businessman, but he's also written a few books, and the one I care to mention is 'Losing My Virginity', which is basically an autobiography.

What a book this is, not only because it shares Sir Richard's tale, but because it offers loads of business insights as well. Overall, this is a perfect book of balance.

You may not be a famed entrepreneur who can get a publishing deal for your book, but there's

nothing stopping you from creating one on your own - however long or short it may be.

It allows you to tell the whole tale, provide insight, and let people delve deeper and deeper into your world.

Storytelling and books go hand-in-hand, so why not use them for your brand's story? It could become a handbook for staff, the perfect pitch to clients, and a way for supporters to support your efforts. Time intrusive maybe, but the possibilities are BIG

MUSICIANS



As a lover of music I enjoy following the tales from musicians and artists. So often we hear songs with deep lyrics and meaningful tones, but too rare is it find a journey worth following.

The next four examples provide a varied insight into what can be achieved if a musician reaches out to their fans and joins forces with them.

You may or may not be a musician yourself, but there are traits to be learned here that can be replicated across the whole storytelling spectrum.

Enjoy...

NEWS:

2.28.13: NIN returns



Nine Inch Nails are returning to the stage this year for a number of shows worldwide including a US arena tour this fall. The lineup of the band includes Eric Avery, Adrian Belew, Alessandro Cortini, Joshua Eustis, and Ian Rubin, along with Trent Reznor. The first shows will be this summer. The [tour page](#) will be gradually filling in with dates and info. [More details here.](#)

posted at 2:59pm [discuss this \(185 replies\)](#)

TWITTER

RT @stereogum: Hear Trent Reznor and friends' remix of Telepathe's "Destroyer" <http://t.co/mi9w9G8U> about 6 months ago

RT @trent_reznor: New music! RT @pitchforkmedia: Listen: New track from @destroyangels: "Keep It Together" <http://t.co/SmFk8cTF> about 6 months ago

RT @deadmau5: My new sounds: Nine Inch Nails - Survivalism (deadmau5 remix thing) <http://t.co/VFXNqWYQ> on #SoundCloud about 9 months ago

RT @ninwiki: Interview: Trent Reznor pens 'Black Ops II' theme song <http://t.co/AvPOWvJN> about 9 months ago

[view all tweets](#)

PRETTY HATE MACHINE
NEWLY REMASTERED

PREVIOUS NEWS:

11.13.12: New EP release from How to destroy angels...

10.8.12: New single and upcoming EP from

MEMBERS:

VIDEOS:

PHOTOS:

NINE INCH NAILS



I can't really say I'm a Nine Inch Nails Fan, but I do like their website and the story they share with fans.

It isn't housed on a single page or delivered by a download, rather the entire site that holds a great deal - so much more than most bands offer.

They've basically created a platform and network for their fans to band-together (see what I did there), thus providing the means for a grand tale to unravel.

Through images and videos and fan-feedback, the whole story of Nine Inch Nails is provided before your very eyes.

Musicians often have something we all yearn for: loyal supporters. They form part of the story and offer a vision and angle that no other can.

If you provide a platform for them to come together and share and interact, the possibilities are somewhat endless.

Q & A: All

Q. Matthieu

Question answered on 29/03/2013. Filed under [Random »](#)

Hi Sarah,

I live in Paris and we have a pop-rock festival at the end of the summer called Rock en Seine.

I think you did not play at this festival. Is there any chance to see you there this year or in the next couple of years?

Thank you
Matthieu

A. Sarah

J'espère...

I have even been learning French again this year, so I would love to come to Paris. Who knows what'll happen?

Q. Shawn

Types

- [All](#)
- [Our Music](#)
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Got a Question?

Choose who you'd like to answer:

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- [Chris »](#)
- [Mick »](#)
- [Richard »](#)
- [Sarah »](#)
- [Stevie »](#)
- [Stuart »](#)
- [Anyone »](#)

On Site

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Off Site

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BELLE & SEBASTIAN



In the same manner that Nine Inch Nails provided fans the power to create and share, Belle & Sebastien give their own fans a chance to get involved and interact.

Let me introduce you to the Q&A: the easiest, most simple, yet effective and awesome way to share your true tale.

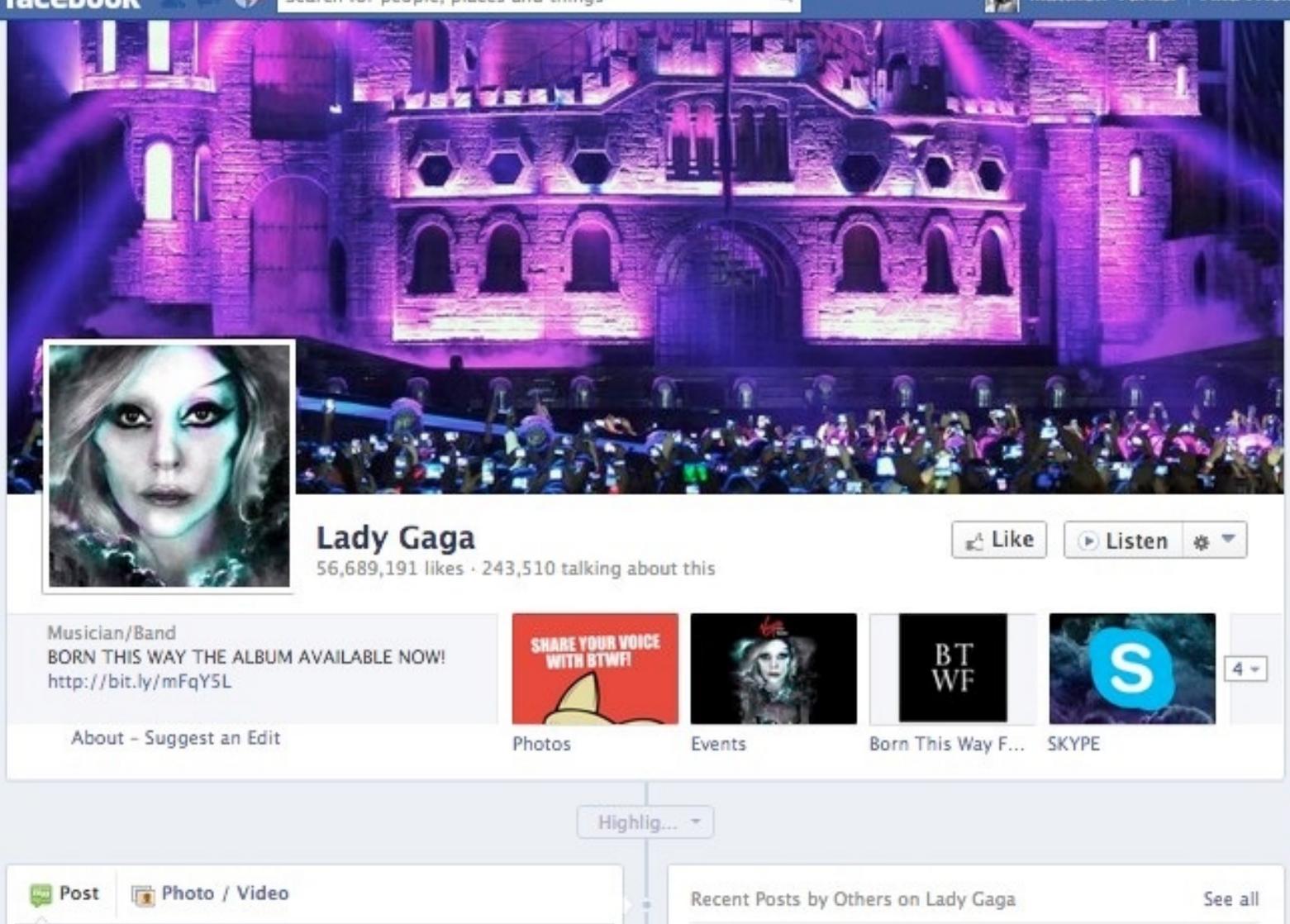
The premise is simple: people ask questions and you answer honestly, in depth, and with a style that's your own.

The result, for Belle & Sebastian, is funny, charming, and evoking. This is what storytelling is all about.

What I love above all else is that it's organic and ever-growing. Where it is today may change tomorrow, and with 56 pages of content you have a great deal to explore.

This is a fine way to connect with your most valuable folk, invite them into your world, and share an insight that others will devour.

Brilliant!



LADY GAGA



She's a crazy cat that is for sure, but Lady Gaga sure knows how to paint a picture.

On this occasion I'd like to focus on her Facebook Page, which in my opinion is a fine example of storytelling. There are many people doing many great things with Facebook, but Lady Gaga is one of the leading figures.

She shares her world - including pictures with no makeup and an insight into her 'real' life - provides a platform for fans to share content and music and artwork, and keeps the people who care in the loop.

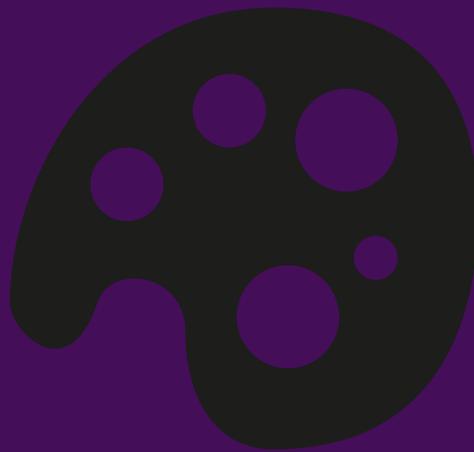
To follow her on Facebook is to follow her through life. This is her story, and if you choose, you can be part of it.

It also provides a means for fans to collaborate and form bonds with one another. Like Nine Inch Nails have done with their site, Lady Gaga is encouraging them to become friends and unite.

An army is born!

We're all on Facebook, but are we really getting the most out of it?

ARTISTS



We finish this journey with the arts, although again, it's rather an eclectic bunch.

Creative people are great storytellers - even though it may be accidental and unintentional - because they spend so much time thinking outside of the box. The results can be awe inspiring, and these three examples certainly inspire me.

Lots to learn here, so delve in and see what you can uncover.

Mr. Joe Payton

-  I Create Amazing Designs.
-  I Write Beautiful Markup.
-  I Make The Web Useful.

connect



In high school, I was that kid that seemed to never be paying attention. Seemingly in my own world of doodles and drawings. I've had a pencil in my hand since I was in diapers. Things never change I'm no longer in diapers though.

JOSEPH PAYTON



Artists can come in many forms. Some paint, others draw, and there are a few who write and invent worlds with words.

I wanted to place some focus on artists because I feel their vision and creativity is perfectly placed for good storytelling. Artists often see the bigger picture, which allows for great things to form.

Joseph Payton has a lovely site that captures his style in an instant. His story is short and simple, but the end result is large.

There isn't too much you need to know so Joseph keeps things short and sweet. The focus is on his style and skill-set, and the overall feel is clear to see.

Things don't need to get complicated in this already complicated world, so focus on what you're good at and execute it in a way only you can.

This is what Joseph does and the results are superb.

T. @GoodbyeClutter:
 othing like a glass of wine & a
 Bomb Girls episode after a long week
 f weightlifting, I mean work. :-)

Inside The ROOMING HOUSE

Take a tour of the *Bomb Girls* rooming house, and explore the fashion of the 1940s socialite.

BOMB GIRLS



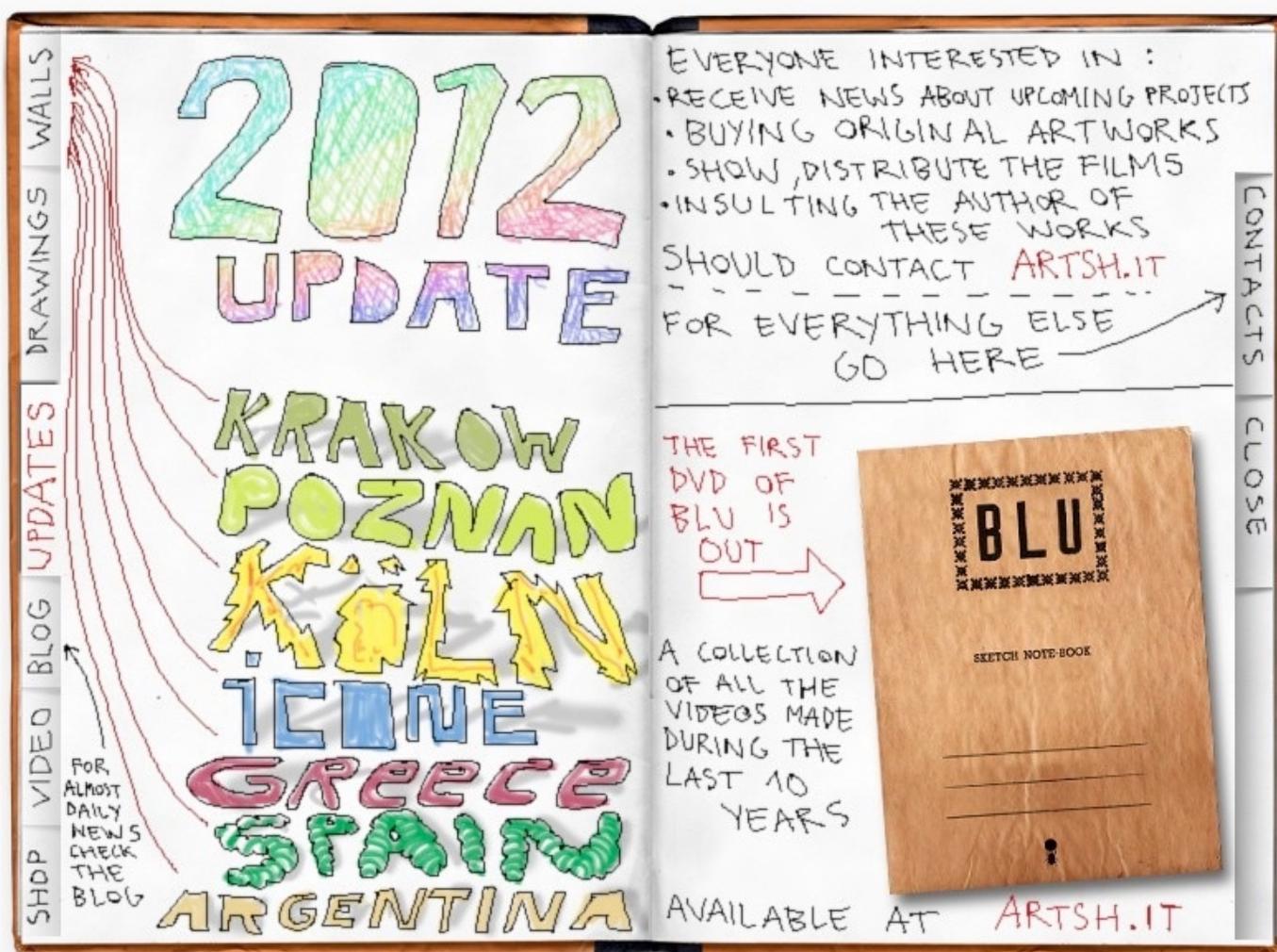
Bomb Girls is a TV Show, so not exactly an artist, but artist-y, and well, the story is too good to ignore.

It once again brings the impressive WOW-Factor, but it's full of function and form too, which is always important.

What I love about this is how it takes you through the various settings, therefore inviting you into this fictitious world. It shares scenes and insight that you wouldn't otherwise get, all the while keeping things relevant.

I've fallen in love with certain shows that have dragged me in so deep that I NEED to know more. Some people will fall in love with Bomb Girls, and for these individuals there's a platform waiting for them to explore.

This is impressive storytelling and a rather unique spin on a predictable industry. Thinking outside of the box can spurn greatness, and however good this show is or isn't, the story behind it is compelling.



BLU



I'm really glad to end this book with such a quaint and lovely example.

Blu is an artist who shares what he does via a quirky and fun-loving website. It mirrors his world and is relevant beyond belief, and without reading a word you can imagine what the artist does.

It's a portfolio but so much more. It holds the story and the style and the individual behind the name. It's mysterious and intriguing, but open and honest at the same time.

A huge part of any story is creating and sharing it in a way only YOU can. This is what Blu does, taking the world around and crafting it into something unique and relevant.

I couldn't replicate this and neither could you.

There is but one, so don't try and conform and copy, be yourself and do it differently to everybody else. Even if the results are a little crazy, the impact will no doubt be marvelous.

THANKS FOR READING

There you go folks, [21 Great Storytelling Examples](#) that are bound to get your creative juices flowing. The entire **Storytelling Starter Kit** is designed to introduce you to the world of storytelling and the people who are doing great things, NOW.

These are some of the finest examples I've come across, and as I'm sure you've noticed, the direction and execution is varied and wide reaching. You have a story - whether you're an individual or business - and it's completely unique to you.

Don't keep it hidden, delve deep and Discover, Create & Share your one true tale. Your readers, customers, clients, friends, and anyone else you're trying to reach are out there waiting to be immersed into your world. Don't push message after message, instead engage them, create something unique and special, and invite them to be part of your journey.

I hope this short ebook has been inspiring and helpful and sent your mind in a blurred fury. If you have any questions or would like to speak to me, please get in touch via: matt@turndogmillionaire.com

And remember, head over to TurndogMillionaire.com and check out all the lovely Blog Posts and Books and Interviews aimed at showcasing the wonderful world of storytelling. I look forward to embarking on this journey with you.

CAN YOU SPARE A DOLLAR? If you find value in this Free 30 Day Course, please consider leaving me a tip. After all, 100+ hours went into making this, so if you can, [Please Click Here:](#)

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