

(Lesson 7) How To Use Visual Storytelling To Your Advantage

We're a visual bunch, the human race.

I'm worthless over the phone. If I can't see someone's face, everything they say goes in one ear and out the other as my mind wanders down wayward paths. When I interview people for **The Successful Mistake**, I request a Video Skype Chat because if it's audio-only, I struggle to keep up with their words and stories. No matter how hard I try, my mind insists on random acts of nothingness.

Damn you, brain!

But this is how the world is, not least today as internet-everything consumes us. We require and desire visual stimulation, and when it comes to creating your brand story - *and sharing it with your audience* - they want you to **SHOW** them.

Despite this, when I talk to people about Brand Storytelling they automatically assume I write in-depth 'about pages' full of text. After all, I'm a writer, so I suppose it's understandable. **THIS IS NOT THE CASE**, and when it comes to your story I suggest you take a visual approach.

Not only does it help you understand your story better, but it connects you with your audience/customer, too.

EMBRACE YOUR VISUAL SIDE

There are many ways to visualise your story:

> **Videos** < Images > **Animations** < Infographics > **Presentations** < Graphs/Tables > **Icons** < Splashes of Colour > **Real World Settings (a store front, for instance)**

Every single brand story benefits from visuals, whether you're a business, individual, online, offline, big or small... Even books with all their words, rely heavily on their covers - *which, as I'm sure you've noticed, are visual.*

If I sit you in a dark room and tell you my entire tale, I dare say you'll fall asleep. BUT, if I turn on the lights, use my hands and other body movements, and transform it into a performance, I may keep your attention. Your story needs visuals. Some stories require lots, whereas others use few. I'm not you. I don't know your story. I know it needs visuals, but I don't know which kind, and I don't know how many.

Hopefully by now, you have an idea. If not, don't worry. You soon will :)

WELCOME TO THE ART OF VISUAL STORYTELLING

I'm not a visual artist, and when it comes to design, I'm average at best. As such, my advice is this: *Don't try and create your brand story by yourself.*

Even if you're a designer, other people provide new insights. These are the kind of insights that take your story to exciting levels. So, if possible, consider hiring a

designer or videographer or animator or artist or photographer or whoever else helps add a visual twist.

That said, I understand you may like to do the bulk of the work yourself, or at least start the process before outsourcing to others. At the very least, if you're anything like me, you'll want to gather some inspiration and ideas before involving anyone. This is where today's download comes into play, for it's stacked with visual examples I LOVE:

**>> DOWNLOAD YOUR FREE LIST
HERE <<**

In the third email of this course, I suggested you look around and find inspiration through others. This visual process follows the same rationale, as the more you explore, the more visual inspiration you'll come across.

Don't steal anything. Don't even copy anything. **This is YOUR story, and it needs to reflect YOU.**

But inspiration surrounds you, and all you have to do is open your eyes. By exploring the links on your **Visual Inspiration List**, you'll find an array of videos, images, websites, and more. Of course, don't stop with this list. Search Google. Explore your own newsfeed and social networks. Ask friends to recommend brands they love.

BUT, make sure you ask this question at all times: **HOW CAN I MAKE THIS RELEVANT TO MY BRAND STORY**

By now, you should understand the key ingredients in your story. You've set your objectives. You know what you want to achieve. The framework is done, so when you find something you like (*be it a video, presentation, slideshow, colours scheme*), consider how you can add your own twist to it. Think about what it would look like on your own site, with your brand, your face, your message...

In fact, I have a super special bonus for you today, as I'd like to share my short book - **5 Ways To Share Your Story**. I've stacked this book with wonderful examples, and if you don't feel all inspired and visually blown away after reading it, I'm not sure you're human.

>> [DOWNLOAD YOUR FREE BOOK HERE](#) <<

YOUR CHALLENGE, SHOULD YOU CHOOSE TO ACCEPT IT

Once again, I end things with a challenge, because I love nothing more than double-daring you to push forward :)

It's difficult for me to advise what type of visuals you need, because you possess a unique story 100% your own. For some, it requires video. For others, black and white images. Maybe you're a shop owner with a quirky layout. Or a speaker with a stage at your feet. This is why I share some of my favourite examples, and encourage you to delve far deeper. By exploring, you'll fill your mind with wonderful ideas.

Today's challenge is a four-parter:

1: Create a new Word Document / Evernote Note / Google Doc and name it "Visual Awesomeness"

2: Devour the **Visual Inspiration List & 5 Ways To Share Your Story Book**

3: Every time you find something you like, add the link to your Visual Awesomeness Doc

4: Before you go to bed tonight, **write down 5 ways you can help visualise your story** (based on all the fine examples you've just found)

If I were to **work with you On-on-One**, I'd delve deep into your world and advise the best way to visually share your story and connect with your audience. I'd start by searching the internet for people/brands like you, and begin connecting the dots as inspiration strikes. Seen as I can't do it for you, the above four-step process puts you in that frame of mind.

With an hour or so of searching, I PROMISE you'll develop a few killer ideas. Maybe it's a type of video or website layout or business card or package design... I don't know. But by the time you go to bed tonight, ensure you have 5 IDEAS to visualise your story with visual goodness :)

With that, it's time for another goodbye. I hope you're loving this free course, and enjoyed today's lesson. If you need help, hit reply and ask away. It's what I'm here for.

Speak soon, TURNDOG

PS: As a writer, I have a few books to my name. I'd love to share these with you, for I'm sure you like to relax with a book in hand. After all, who doesn't, right? **[My Book Page is Here](#)**, so have a browse and see if any of my novels, short stories, guides, or courses take your fancy.