



Telling Your Brand Story: Why Artists and Brands Need to Leverage the Power of Story

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Introduction

- Welcome to a very special edition of Play Sessions, linked up with the good people at Zoo Labs. And it is all about the power of story. So we're going to attack from a few different angles today on why as artists, as brands, we need to leverage the power of story and how we can get out of our own way while doing it.

So this is always where I like to start. I think it's a very powerful quote. It's one that I always think about as I process and move throughout my days: "The world is not made of atoms. It is made of stories." Let that sink in. The world is not a physical place. There's a place constructed of stories. Hold onto that. Write it down. If you think it's a powerful, okay. The most powerful story though, is the story we tell ourselves, okay. Every day we tell ourselves stories, we jump in and out of stories, we live in an accord... in an accord with the stories that we tell ourselves, right.

Now, some of these stories are conferred upon us. Oh, Sham, you're such a creative person. Now I start to believe I'm a creative person. We have a bad incident. Oh, you're such a bad- I'm such, I'm a bad person. We tell ourselves these stories, okay. And they really rule our belief systems. But in order to do this branding thing, in order to do this marketing thing, in order to show up to the people you seek to serve and give them value - to deliver value to those people, we have to move past our own stories, okay. Turning down our ego about who we are and what we believe and understand their stories. We gotta get inside of their mind, understand where they're coming from, and most importantly, find the opportunity to join their story, okay.

So today we're going to figure out how do we tell stories to join their story?