

# Story: The Marketing Tool for Today

**Facilitator:** Suzanne Kling, PEJE

**Guest:** Madelyn Blair, Pelerei

**December 16, 2008**

In collaboration with Admission and Development  
Communities of Practice

# Goals

- Show the power of story
- Give techniques for eliciting stories easily
- Give techniques for developing the story
- Discuss the kind of story that attracts new students and new donors

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“And you shall tell to your child...”

Exodus 13:8

# Agenda

- Opening
- Why Story
- Demonstration
- Enhancing the Story
- Marketing and Story
- Close

# Meet Our Guest

Madelyn Blair, Ph.D.





*Story: the marketing tool for today*















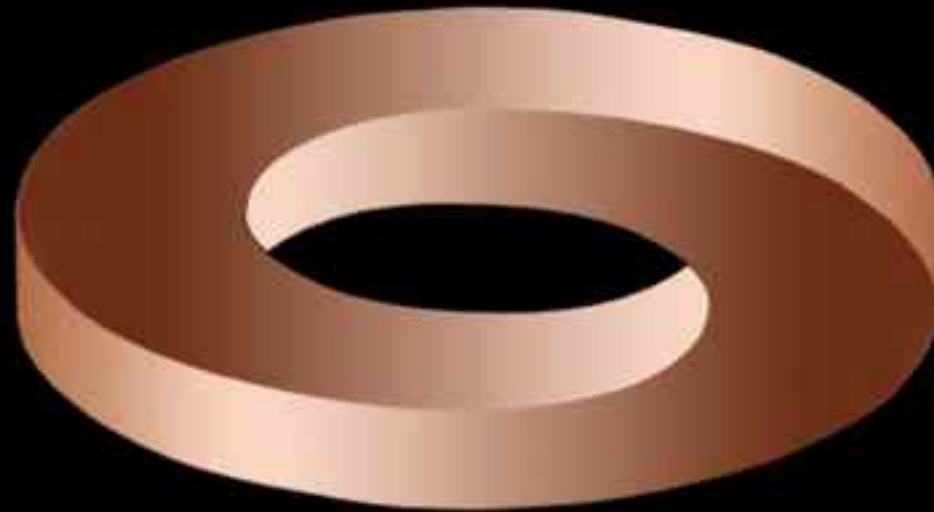
*The essential difference between emotion and reason is that emotion leads to action while reason leads to conclusions.*  
*Neurologist Donald Calme*

Listen with your ears

Listen with your mind

Honor the teller with silence

Just as stories are made of words --



Words are made of stories

Eliciting Stories is easy with  
focus (a prompt)  
time limit  
listeners



## **Elements of a story**

**Landscape (time and space)**

**Dwelling Place (where the action begins)**

**Characters (including their attributes & objects)**

**Dilemma/Problem (which leads to...)**

**Action (which includes obstacles, helpers and a turning point)**

**Resolution (including the moral or lesson)**

Marketing - Why story?

Brands are used to distinguish products. It's time to embrace emotion.



Love is the most powerful emotion. Story inspires emotion.

Strive for becoming a lovemark.

*Mystery*





*Personal*



*Relationship*

**Be passionate**



**Involve everyone**

**Find, tell, and retell great stories**

# *Story the Marketing Tool for Today*



*Thank you!*

*Mblair@pelerei.com*

# Reflections

- What are you taking back from today's call to help you promote your school?
- With whom at your school might you discuss what you learned?
- Can you identify a few nuggets of learning?



# Continue the Discussion on Google Groups

Admission CoP:

<http://groups.google.com/group/peje-admission>

Development CoP:

<http://groups.google.com/group/peje-development>

*\*\*Madelyn will be responding to Google Group postings for one week after this call.*

# Resources and Contact Information

- See resource sheet distributed before the call for books and links.
- Madelyn Blair [pelerei@mac.com](mailto:pelerei@mac.com)  
(Start subject line with PEJE)

# Thank you!