


# Storytelling to Create Abundance for the Greater Good





A man in a dark suit and light blue shirt is standing on a red circular stage, gesturing with his hands. Behind him is a large glass wall with faint, illegible text. To his right is a desk with a computer monitor and some decorative objects. The foreground shows the silhouettes of an audience seated in a dark room.

# ANDREW **STANTON**

WHO'S STORY IS IT ANYWAY?



*Retouched by*  
**NATURE**  
*not a*  
**COMPUTER.**

*NEW*  
Brightening Dark Spot Corrector  
with Daisy Extract.

Introducing a remarkable way  
to diminish the appearance of dark  
spots. The results are clearly visible  
on our model, Annalaina, who was able  
to forego makeup and retouching.

**80%**  
OF WOMEN  
SHOWED  
DIMINISHED  
DARK SPOTS\*

See how nature can work for you at [burtbees.com/brightening](http://burtbees.com/brightening)  
\*After 6 weeks use of dark spot corrector





**A brand is the story an audience tells itself about how you perform physically and metaphysically.**

## WHAT IS A BRAND?



**Position**



**Promise**

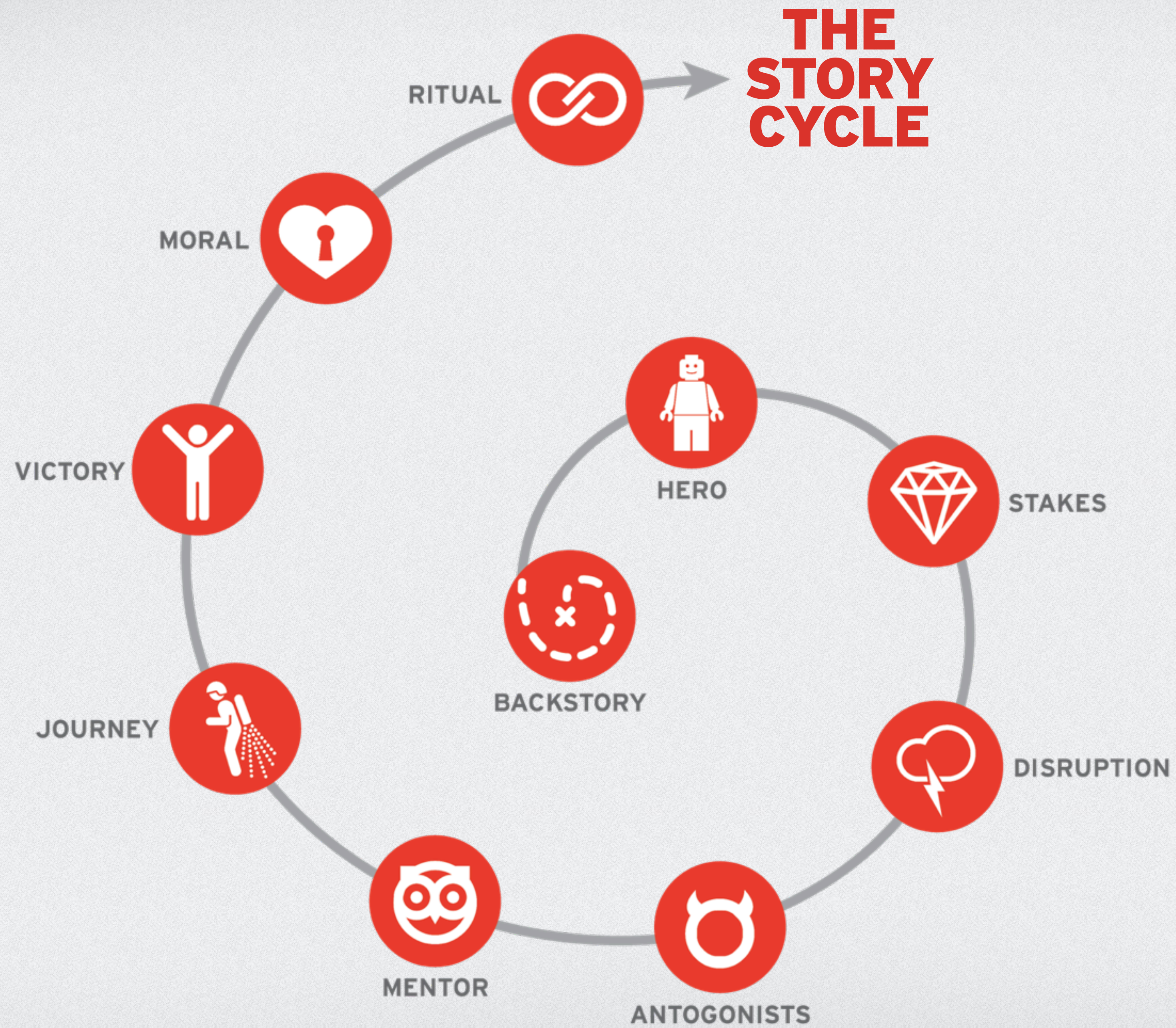


**Personality**

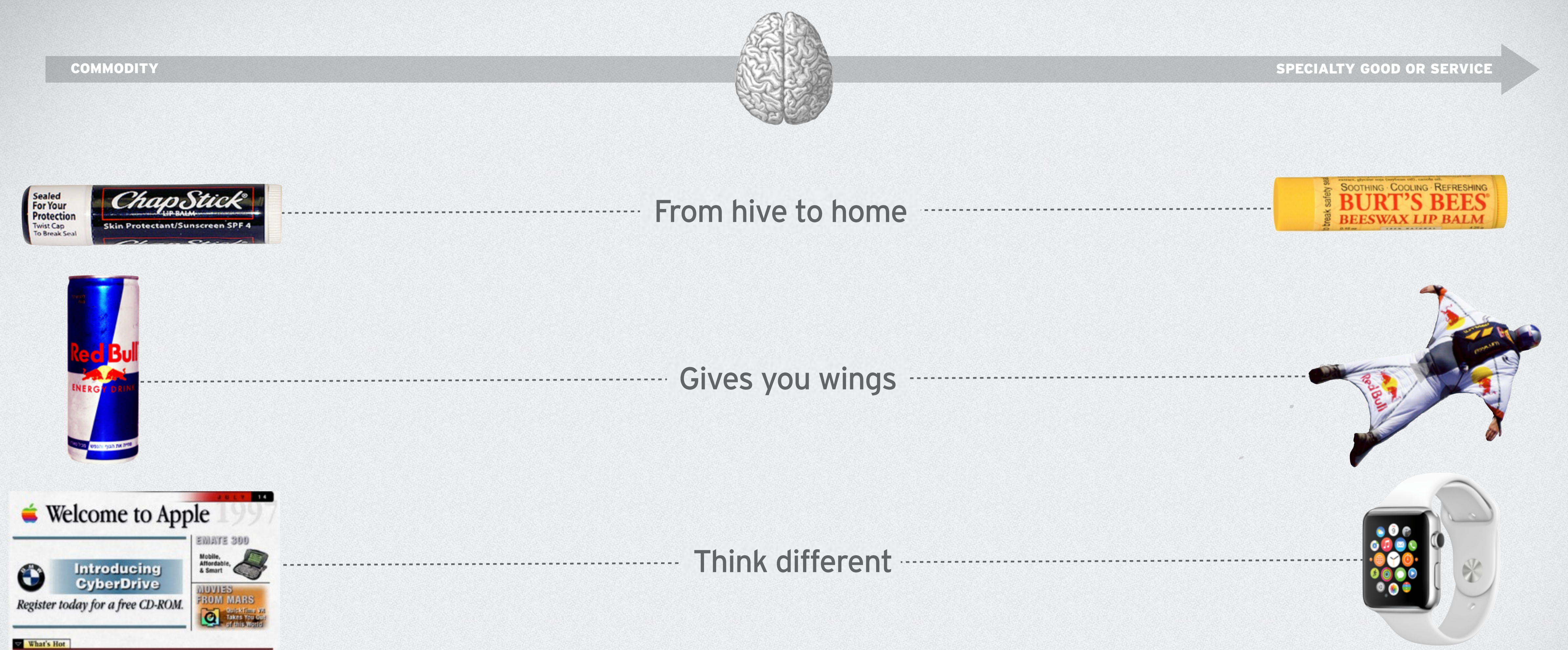


**Purpose**

**A brand is the story an audience tells itself about how you perform physically and metaphysically.**



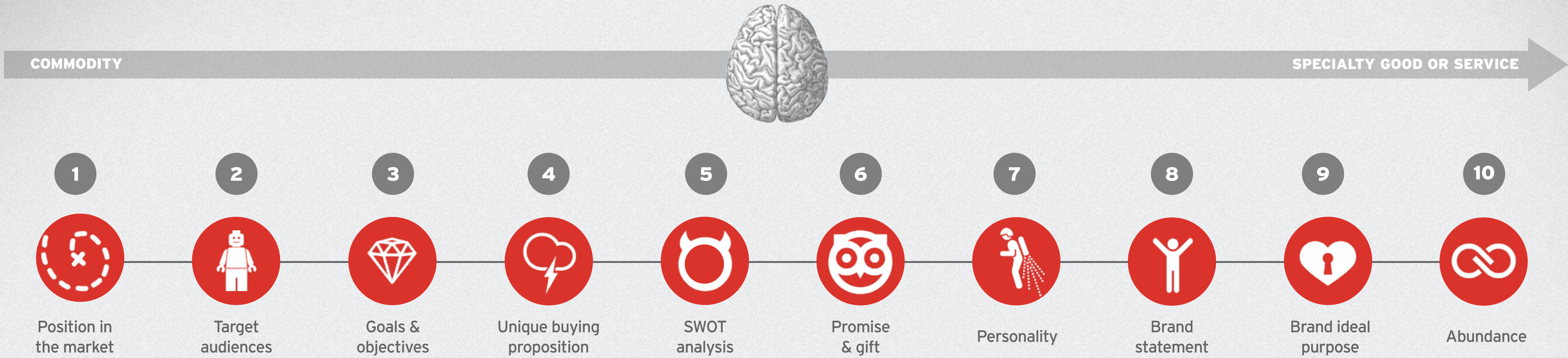
# BRAND STORIES WE TELL OURSELVES



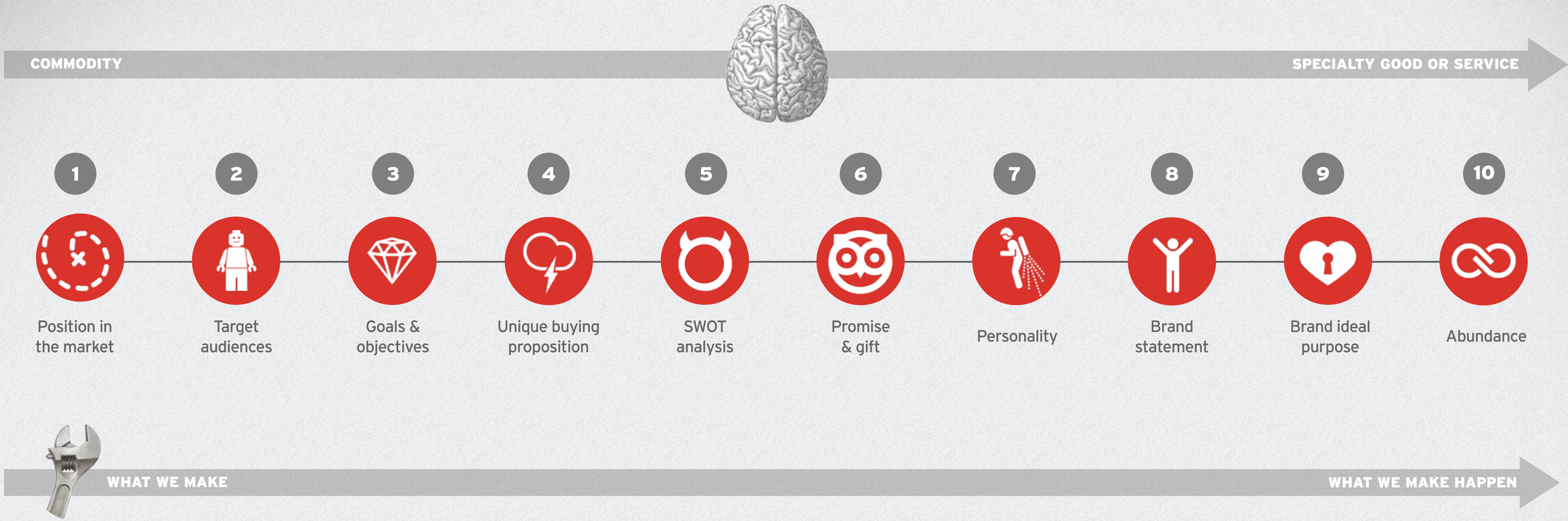
A brand is the story an audience tells itself about how you perform physically and metaphysically.



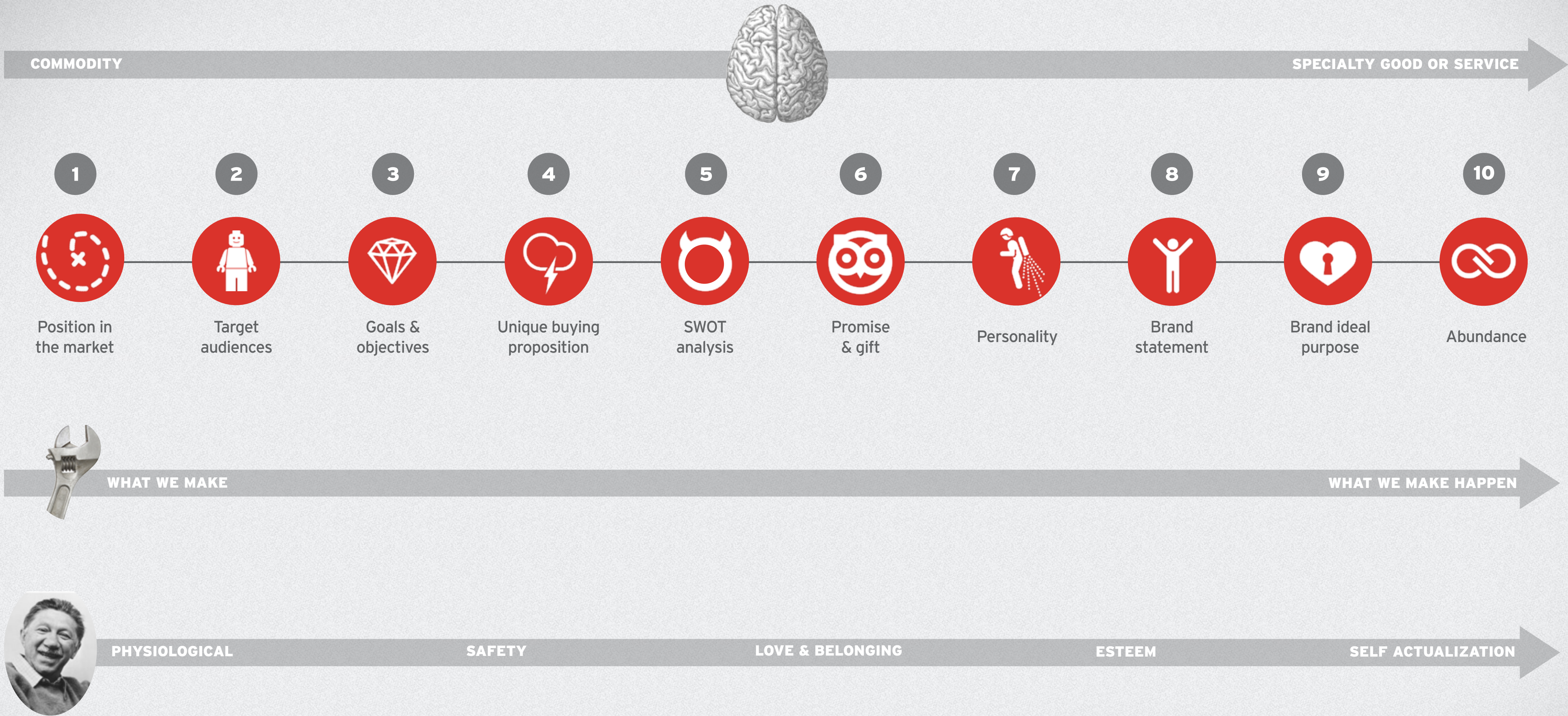
# FROM LEFT BRAIN TO RIGHT



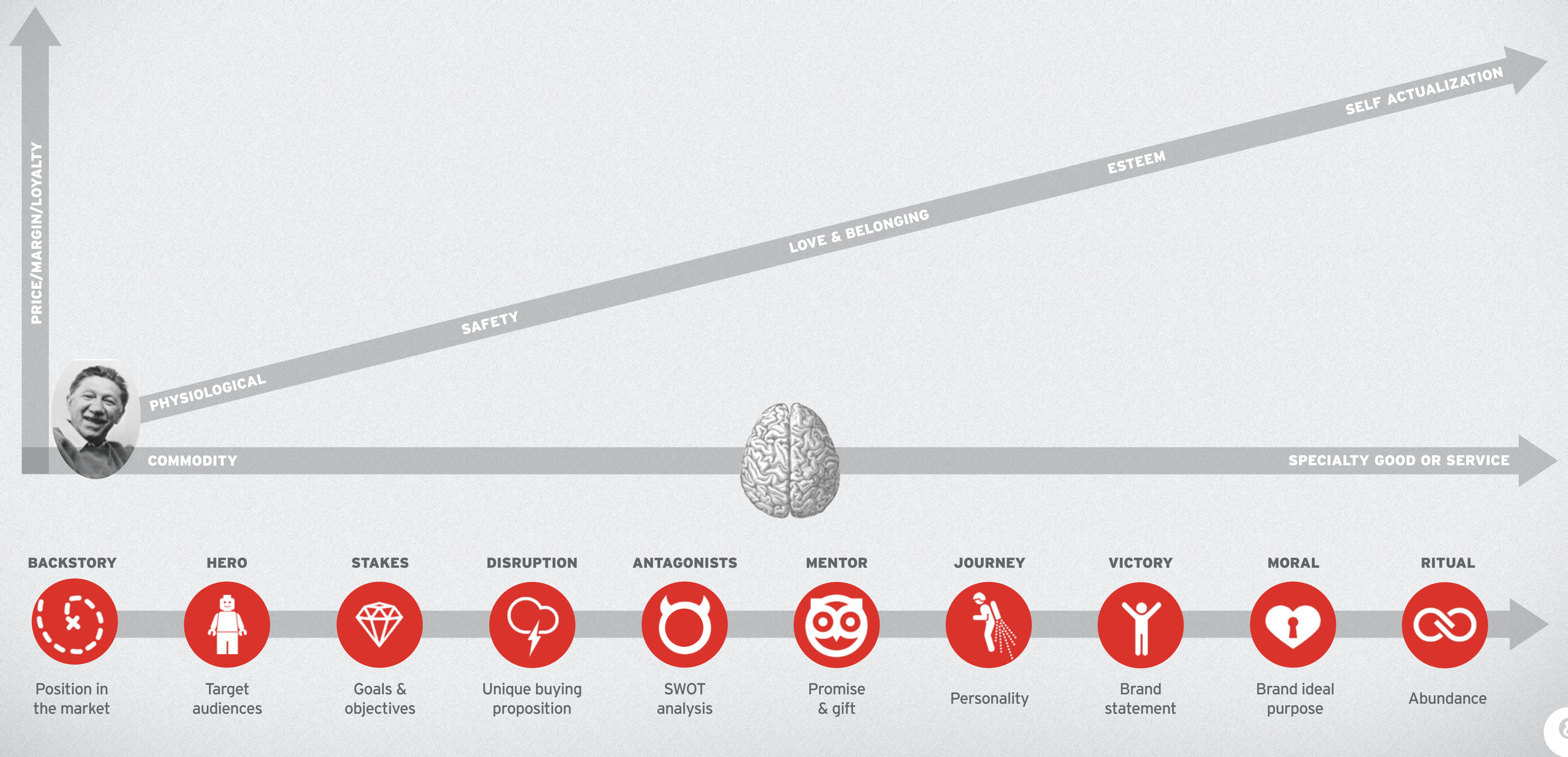
# WHY YOU DO WHAT YOU DO



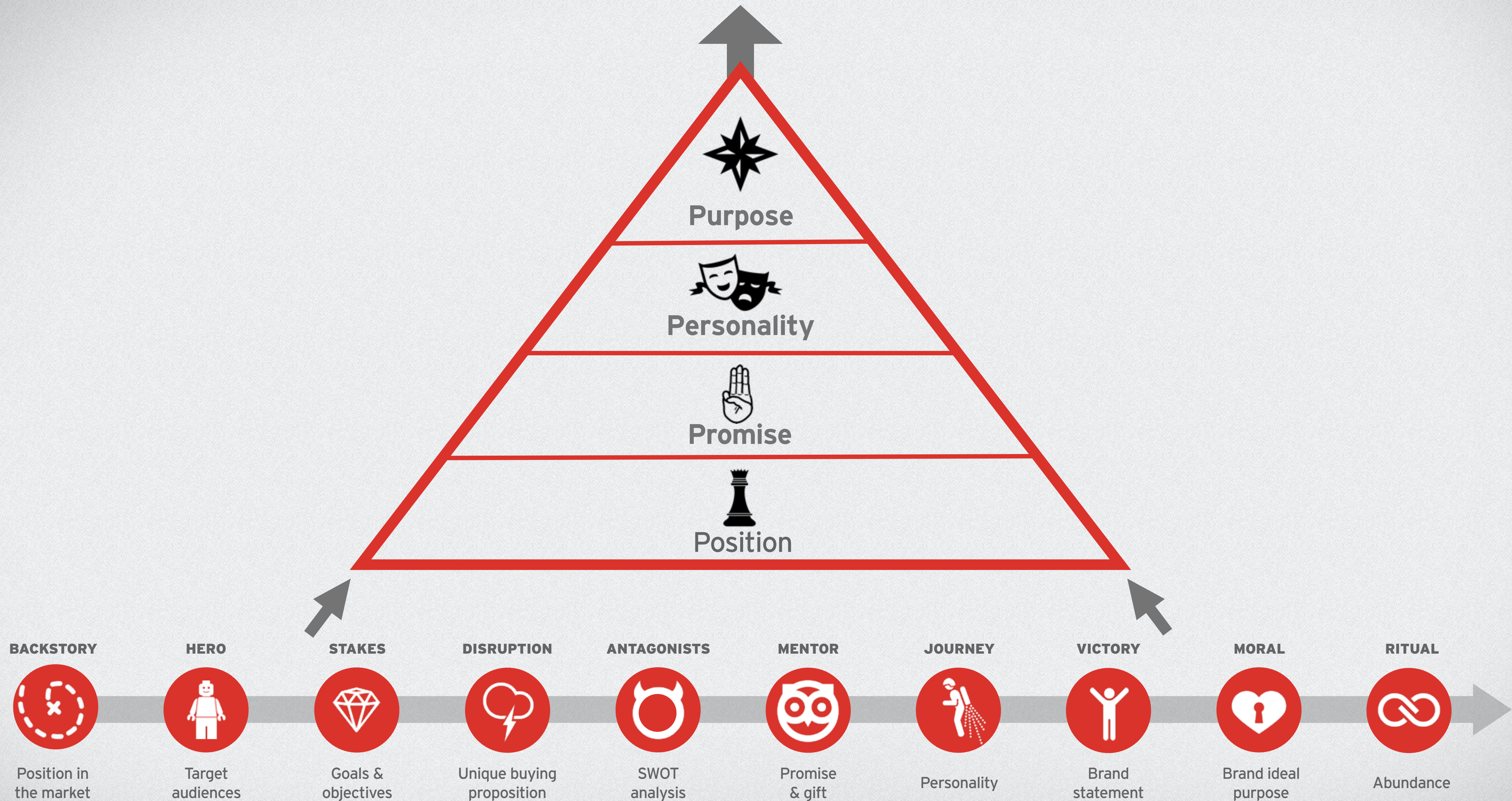
# THE HIERARCHY OF NEEDS IN YOUR STORY



# THE STORY CYCLE HELPS ENLIGHTENED LEADERS AUTHOR BRAND STORIES TO CREATE ABUNDANCE FOR THE GREATER GOOD

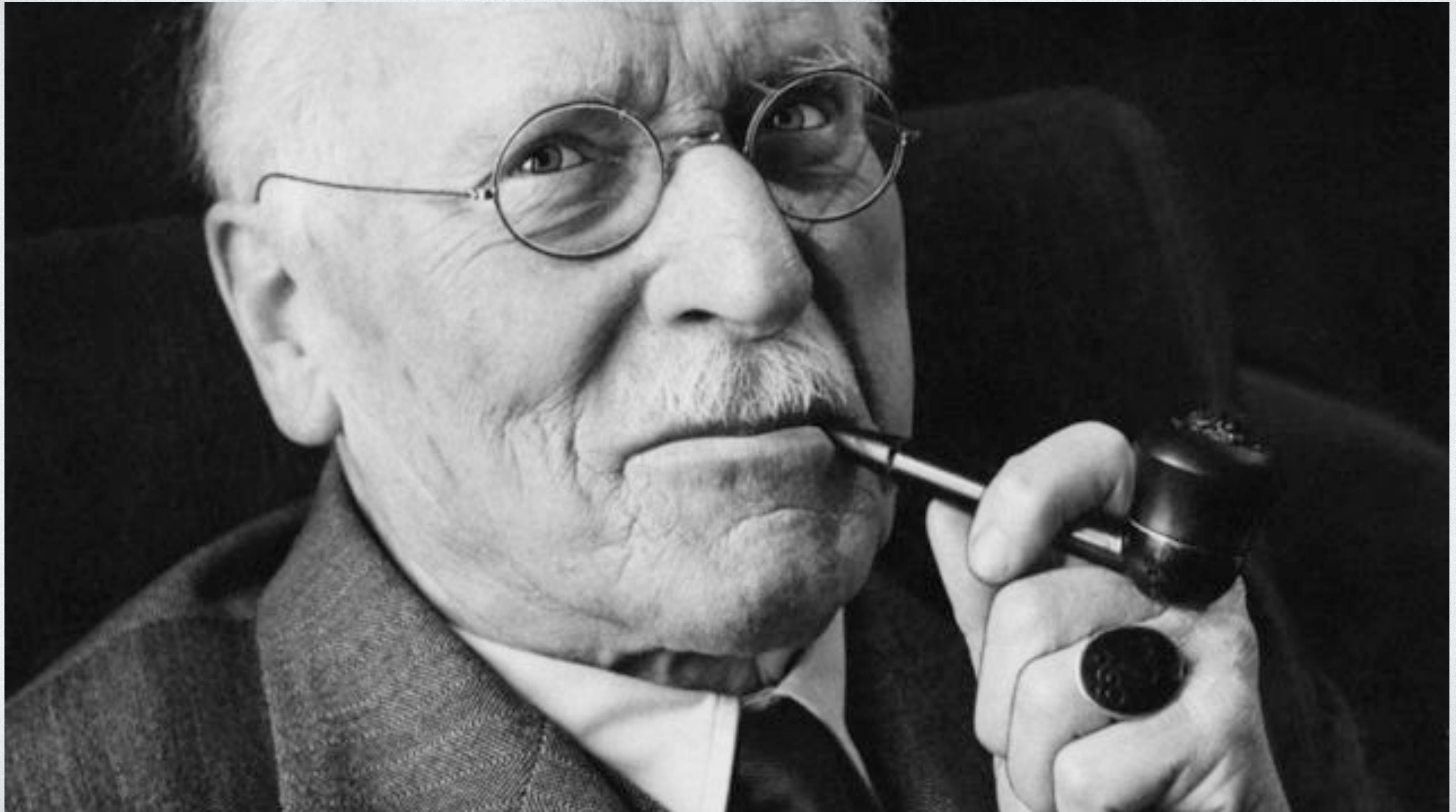


# How We Author **Brand Stories** For The Greater Good





# Archetypes





# Archetypes



**Innocent**



**Regular Guy/Gal**



**Hero**



**Caregiver**



**Explorer**



**Rebel**



**Lover**



**Creator**



**Jester**



**Sage**



**Magician**



**Ruler**

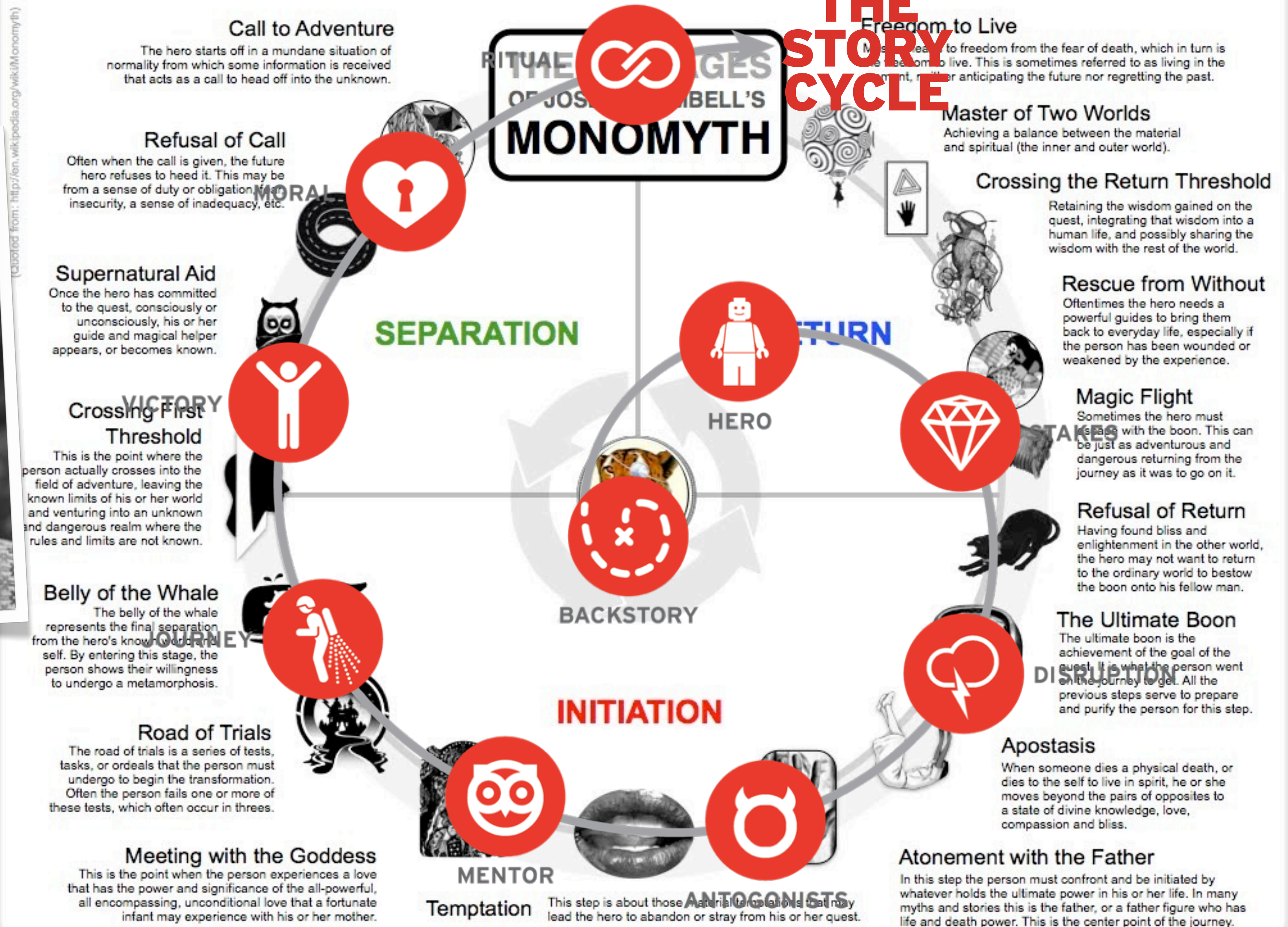




*#BraveryWins*



(Quoted from: <http://en.wikipedia.org/wiki/Monomyth>)





**Purpose**



**Personality**



**Promise**



**Position**



**What's your story?**

