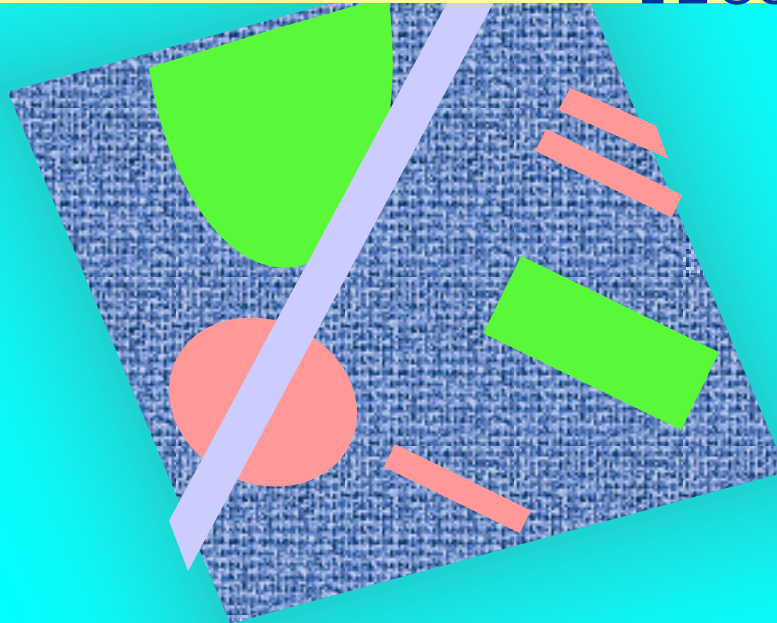


Protein Marketing

Telling the Compelling Story That Sells Your
Products



Emily Sopensky

The Iris Company

www.iriscompany.com

**Austin Software Council
Marketing Peer Group**
www.austinsoftwarecouncil.org



The Iris Company

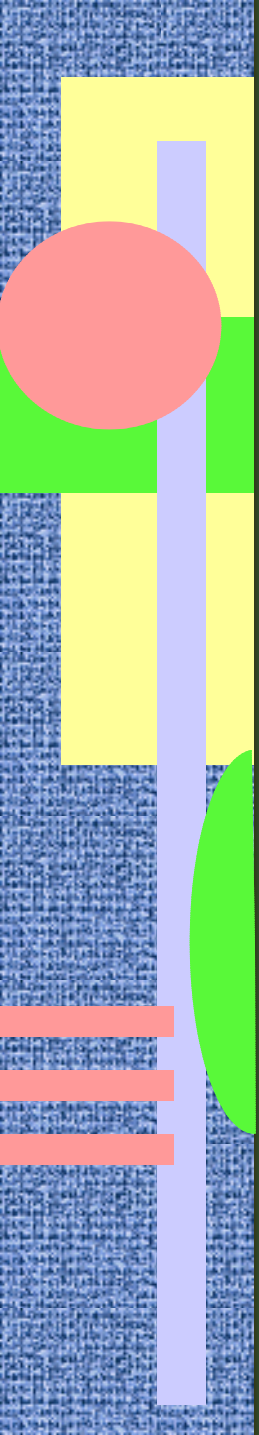
“facts with flair”

- **Success stories**
- **Press releases**
- **Case studies**
- **Presentations**
- **Ad copy**
- **Brochures**
- **Technical documentation**

Sales Predictors

**According to Intelliquest,
the strongest predictors of future
sales are**

- **#1 Brand Awareness**
- **#2 Installed Base**



Stories promote your installed base

- **Word of mouth**
- **Sales**
- **Marketing**



Stories introduce emotion

Telling compelling stories offers the opportunity for introducing the emotional appeal--the key motivator in ANY sale.

Real people with problems and YOUR solution are involved.



Stories explain

How-tos, features, and benefits only go so far.

Complex, technologically advanced products are more easily explained initially through stories.



Stories are better than testimonials

Your prospects may be inexperienced and naïve, or seasoned pros.

Regardless, the story that shows the actual results is far weightier.



The mechanics

Story elements

Must-Haves

Nice-to-Haves

Questions to be answered

Story process



Examples

Computerworld - ETI Technology Brief

China's Foshan City p.r. - TI TIRIS

**Competitive Indoor Kart Racing p.r.
- TI TIRIS**

Stolen Car Recovery p.r. - TI TIRIS