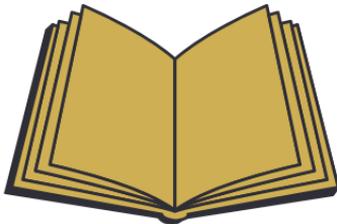




# storymakers

Advocacy. Awareness. Change.





## Who is StoryMakers?

StoryMakers Center for Advocacy, Awareness & Change (SMC) is a communications and messaging firm that represents nonprofits, faith communities socially-driven private companies & entrepreneurs.

StoryMakers provides training and workshops on leadership, communication, team building and inclusion through storytelling and messaging. Through working with the StoryMakers Center, businesses are able to turn business and life experiences into profitable brand stories that build influence and thought leadership. Our mission is to help organizations craft narratives and storylines to communicate the value of the transformation they provide.

## When is it time for StoryMakers?

Our clients have a unique set of challenges with communicating their value. When people come to us, they have one or a few of these common concerns:

- Unable to communicate what makes you different from competitors
- Unable to get the team united around an internal or external cause
- Do not know the best way to tell stories
- Do not have enough stories (or doesn't know where or how to find them)
- Do not know have a backstory of why the organization started or its impact
- Do not know how to get leaders involved around the overall narrative
- Uses a lot of internal language (vague or complicated)
- Uses mission/history or lofty goals as the story
- Sales are stagnant
- Social media engagement is nonexistent
- No growth over a prolonged period of time



## Our Consultation Process

At StoryMakers, we consult with organizations of all sizes by using a four-step process:

### **Discovery**

We meet with the appropriate members of your team to assess your starting point. The more we know about your organization, the more we can effectively design an action plan.

### **Planning & Strategy**

After discovery, we move into the action planning which outlines, workflows staffing requirements, timeline, budget, and training schedule. Our goal is to get your team set up to lead and take on a more active role in the data mining, crafting and telling stories.

### **Implementation**

In addition to onsite training, we offer implementation of the action plan, whether it's the full plan or certain aspects. Implementation may include setting up social media and digital marketing, writing a complete brand story and narrative or creating a communications and marketing plan.

### **Follow Up**

We are committed to your success. We work with you to set up benchmarks to review your progress and monitor return on investment.

## We "Make" Great Stories

We take complicated story structures and simplify stories to make them easy to understand, write and identify so your team is able to recreate the process over and over again. We call this the StoryMakers Way™. We believe great stories are about more than what you remember. Great stories are about what you can convey.



## What We Offer

### **Workshop / Training Design and Facilitation**

Whether an in-office training or a retreat, we offer signature workshops in leadership, team building and communications through storytelling.

### **Strategic Story Planning and Marketing**

We offer full strategic planning in storytelling, communications, marketing and social media.

### **Social Media & Digital Marketing Design**

Social media and digital marketing action plans to include storyboards and story-based content calendars, ad planning and funnel design.

### **StoryMakers Kit™**

Our StoryMakers Kit can be licensed for your team or added to any train-the-trainer workshops.

Our kits include our full StoryMakers Way™ process with associated workbooks and training materials.



## Why We Do It

### **We believe everyone has a story.**

Everything that happened to you, happened for you to make a difference.

### **We believe you must be a witness to heal the world.**

The most vulnerable thing you can ask of another is “Will you be a witness to my life?” And in this belief, you can influence and capture attention.

### **We believe in one story, one heart.**

Our logo represents the belief that it only takes one story to change one’s heart or mind, which leads to a shift in perspective and leads to social change.

### **We believe your story is your superpower.**

You the only one on the planet who can do what you do in the way you do it. No one will have the same mix of experiences + expertise + point of view.

### **We believe in the values of love, justice, legacy and discovery.**

The best stories have them all.



## How to Get Started

We offer half-day, full-day and multi-day workshops and training for executive, board members, staff and individuals.

### Available training:

- Memoirs of Your Mission: Storytelling for a Cause
- The Storytelling Culture: Breaking Down Silos
- How to Fundraise with Stories that Make Change
- Find Your Place in God's Story: Storytelling for Church Leaders
- Strategic Storytelling for Corporate Brands
- How to Build a Personal and Profitable Brand from the Inside Out

Ask about customized options.

Book an appointment with StoryMakers.

[info@storymakersconsulting.com](mailto:info@storymakersconsulting.com)

[storymakersconsulting.com](http://storymakersconsulting.com)

## Our President

As the president and chief storytelling officer of StoryMakers, Reesy Floyd-Thompson, has over 15 years of nonprofit marketing experience.

She is an award-winning creative who has been recognized for her creativity and business acumen in the areas of storytelling and brand messaging. With her marketing expertise, she's helped organizations raise over \$2 million.

Reesy is dedicated to teaching organizations how to move past jargon and complicated language and strategically use story to cut through to the emotion that makes people care. She is an advocate for social change and believes story is the one thing that truly brings the world together.





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