



Storytelling tips and tricks

by Catherine Wijnberg 19 March 2025

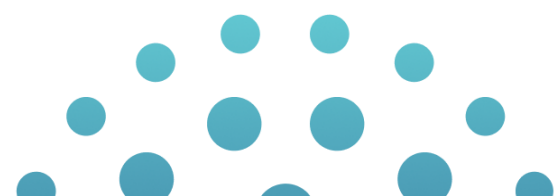
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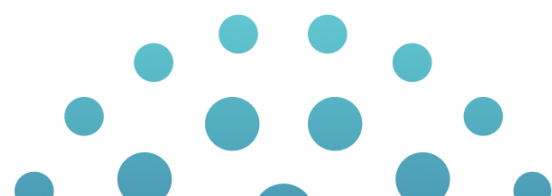
Nine important questions about Storytelling:

1. What is storytelling and why is it important for growing brands and attracting new opportunities? [Storytelling is the ability to breathe emotions into your communication. People do business with people – and storytelling is a way to stand out from your competition and build trusted, relatable connections with people.](#)
2. How can entrepreneurs identify which parts of their story will connect best with clients and investors? [Best stories are those that are **relatable** to the audience. Using examples and characters that the audience can ‘get’. You may care about the minute detail of your work, but your audience wants something that moves them.](#)
3. What are some common mistakes people make when telling their business story, and how can they avoid them? [Common mistakes are being too general and vague, giving too much data, speaking in a language the audience doesn’t understand and talking to much.](#)





4. How can telling a good story help build trust with potential investors and customers? Trust can be build with authentic stories of struggle, and success – both your own and your clients, and by providing ‘proof points’ to illustrate.
5. Can you give us an example of how you used storytelling to grow your brand or get funding? Each time I sit in front of a potential client or partner I am sharing my personal vision for a better world, demonstrating how we have helped entrepreneurs to succeed. My latest book **The Art of Acceleration** starts with my own story, and includes entrepreneur stories of challenge with proof-points of success
6. How important is it for a business story to be honest and real, and how can entrepreneurs make sure their story feels authentic? Authenticity is critical to building trust. Trust and audience interest is built using real people, and enough detail to build a memorable picture in the audience mind.
7. How can entrepreneurs make sure their story matches their company's values and goals? Alignment starts at the planning stage by stating the purpose of the company and building the story to support it.
8. How can storytelling help keep customers loyal and coming back? Storytelling isn't fiction, its facts shared in an entertaining and memorable way...so stories that are true, using real results will build lasting relationships. Exaggeration and promising more than you can deliver wont
9. How can entrepreneurs use their business story in marketing, selling, and meeting new people? Every time you engage a person you are telling a story. Make sure yours is authentic, aligned to your brand and has an example that shows your own unique passion





Three Storytelling tools:

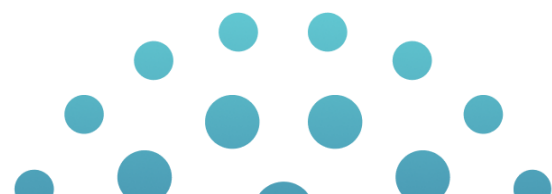
1. **Your voice/s** – Presentations by you and key people in your team. Learn the basics of presentation – have a clear plan, engage with the audience, look out for feedback cues, speak clearly
2. **Your website and marketing materials** – Use storytelling as part of your online brochure, to engage your target audience. Share stories from your clients that illustrate how you have impacted them
3. **Your social media** – Keep a close eye on ensuring that your social media reflects your true brand promise, and be mindful of the actions you want people to take. Showcase authentic stories of impact through the eyes of your client.

Five things to avoid in business storytelling:

1. **Being Too Vague or Generic** – Stories without specifics feel hollow. Avoid generalizations like “We help businesses grow.” Instead, tell a concrete story about how you helped a specific business and what changed.
2. **Overloading with Data** – Facts and figures are important, but too many can overwhelm your audience. Instead of dumping numbers, weave key stats into the story naturally to support your message.
3. **Making It All About You** – Your business might be the hero, but the best stories focus on the customer, employee, or community impact. Show transformation through their perspective.
4. **Forgetting Emotional Connection** – Logic alone doesn’t inspire action. If your story lacks emotion—whether it’s struggle, success, or passion—it won’t stick with people.
5. **Dragging It Out** – Attention spans are short. Avoid unnecessary details or long-winded backstories. Get to the point quickly while keeping it engaging.

Five top tips for business storytelling:

1. **Be clear on your purpose** – Be clear what you want your story to achieve. Are you inspiring action, explaining a concept, or building brand loyalty? **Know ‘why’ you are storytelling**





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2. **Make It Personal** – People connect with true emotions and real experiences. Use characters (real or fictional) that your audience can relate to. Even in data-driven businesses, **adding a human element** makes the message more powerful.

3. **Follow a Simple Structure** – The classic structure of problem, solution, and success (or beginning, middle, and end) works well. Highlight a challenge, how it was overcome, and the impact it created.

4. **Use Vivid, Concrete Details** – Don't just say, "Our solution improved efficiency." Show it: "Before, processing took five hours. Now, it's 30 minutes." Stories with specific details are more memorable.

5. **End with a Strong Takeaway** – Whether it's a call to action, a lesson learned, or a vision for the future, leave your audience with a clear message they can act on or remember.

With acknowledgement to ChatGPT

