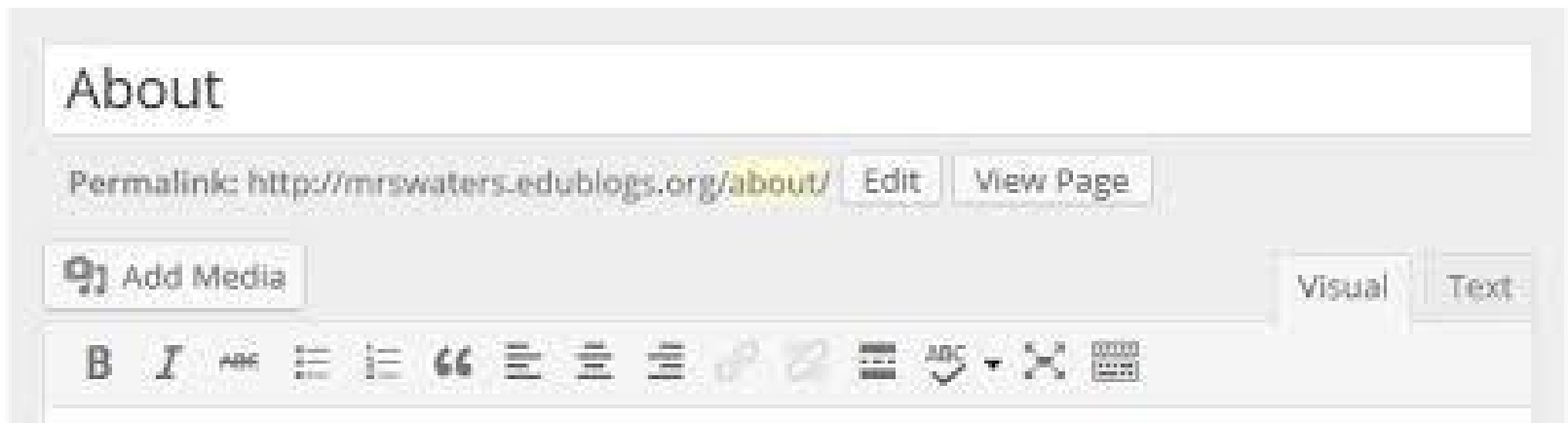


Story Marketing - Craft Your Personal Story

by Brenda Pottinger - the awesomest portrait and wedding photographer ever!





My Story

Tortoise Shell Glasses

20 questions + greatest fear

Band Nerd

What about computers?



what do we all crave right now

when was your last amazing experience

what do women want

what do men want

It's me not you!

Is your brand all
about you

Is your brand all
about your client

Who are you drawn to



Build relationships, help others and be a cheerleader

What is our superpower

What do you want your story to be

What if we reverse engineer our story for our brand

What do you want your customer to say about working with you and your company

How will you serve them

What product do you have that will solve their problem

Or ask them what they need from you





How personal or specific do I need to get

Who are you most drawn to Suzy the designer or Chip and Joanna Gaines

Who stands out in a crowded and oversaturated market

It can be scary to stand out in this world.

Find Your Why

What do you champion

What cause or product do you need the world to hear about

What is so important that you can't wait to share when your fit hit the ground in the morning

What are you scared will stay the same if you leave this world today or this year

It can be something small or big, personal or professional but champion a cause.

If you could fix one thing in this world what would it be

Passion Project



Passion Project



Passion Project



What makes a story Newsworthy



Let me count the ways



1. Timing
2. Significance
3. Proximity
4. Prominence
5. Human Interest

Goal Digger



Why then are we hiding

What makes your brand different

Where do you want your business to be in 1, 3, 5 and 10 years



Pottinger
Photography

Build your brand into a Lovemark

Your brand isn't just your logo – your brand is how your customer feels about your business!



Your Brand



Your Brand **isn't just a logo** with carefully planned colors and fonts.

**Your Brand is how your clients FEEL
about your business.**

For great examples please check out the book
Lovemarks: The Future Beyond Brands by Kevin Roberts



Reviews of Pottinger Photography

[WRITE A REVIEW](#)

★★★★★ Reviewed On 10/29/2017 Laura R

I absolutely recommend Brenda whole-heartedly! At our first meeting, she took the time to get to know us as a couple. And she didn't let my groom sit back and zone out, she included him in everything and made sure he had input as well. She met us for a quick save-the-date shoot... [Read More](#)

2017-11-07T13:49:44 Response From The Vendor

Thank you for taking the time to write. It has been so much fun getting to know you both. And who wouldn't love a rowboat engagement. It makes me laugh just thinking about trying to get the best photo with both boats moving. I am... [READ MORE](#)

★★★★★ Reviewed On 10/27/2017 Amanda R

Brenda was amazing. I am an artist so quality is very important to me. We not only received top notch photos that looked like they could be in a magazine (her eye for color is inspirational), but she also captured subtle moments I will forever treasure. I would have been... [Read More](#)

2017-11-07T13:59:40 Response From The Vendor

Your sweet family was so wonderful to photograph. Thank you for picking us to document your incredible day. It was full of so much love and laughter (I think it was our first ever April Fools Day wedding)! I would love to see your family... [READ MORE](#)

★★★★★ Reviewed On 10/25/2017 Brandon G

We hired Brenda for our wedding photography what we got was so much more. Our wedding was at Newport Aquarium. I first saw her name on a pamphlet the aquarium gave me and then

Pottinger Photography

★★★★★ (64)

Newport, KY

[WEBSITE](#) | [PHONE](#)

[REQUEST QUOTE](#)

[MESSAGE VENDOR](#)

Couples also love...

♥ Sponsored



Images By Daniel Michael
★★★★★ (179)

Reading, OH



Jeff Schaefer Photography
★★★★★ (112)

Fairfield, OH



MAXIM PHOTO STUDIO
★★★★★ (98)

Cincinnati / Dayton, OH

[SEE ALL WEDDING PHOTOGRAPHERS >](#)

Reviews

I celebrated 13 years of marriage this past June with my husband and I know what a blessing it can be! I not only love shooting weddings, but I love marriage even more.

To me, wedding photography is way more than just taking images. I want your day to be better and even more memorable because I am there serving you and capturing all of the memories that are being made.

“When you hire Brenda you aren't just getting a photography, you are getting a wedding planner, and a friend. She helped me plan the entire minute by minute timeline for the whole day, and helped keep everyone on track.”

“Brenda went above and beyond to make sure our day was easy and stress free! We got lots of shots at different locations and she took a variety of pictures- wedding party, family, bride and groom, formal and informal. She made everyone feel comfortable and was a joy to spend our day with!!

“Brenda was so much more than just a photographer to us, but was rather a partner in the planning of our event. Our planning, from start to finish, was about three months. We couldn't have done it without Brenda. The photographs were certainly beautiful, and Brenda was professional and fun throughout the process, but she was also an amazing resource and her assistance extended far beyond beautiful pictures.”

What are your touchpoints while working with your clients



A Story Worth Sharing

Who knows Toms Shoes'

Charity Water: pledge your birthday!

The guy who sold his ex wife's wedding dress on ebay

Name _____ Class Period _____ Date _____

Story Map

Title: _____
Author: _____

Characters	Setting
Problem	
3 Main Events	Resolution

Kids are Cute!

We learn to tell stories at a very young age.

We read books to kids.

Kids lie and manipulate!





There have been studies that show we believe what we want.



Have you ever told a lie enough times you believe it yourself after a while?

Math for Non-Majors



theory

If-then statement

What if we use this for good and not evil

What story are you dying to tell

What are you afraid to tell but know it needs to get out there

We teach kids to set goals

We make fancy vision boards

Fancy awards, great reviews



'Ob la di ob la da, life goes on, bra'

What are you afraid of that will come true

“Stop being afraid of what could go wrong and focus on what could go right.” - author unknown

What would you love to come true?

We tell ourselves stories anyway, why not make them great?

“Whether you think you can, or you think you can't-you're right.”
Henry Ford

“Remind Yourself that you cannot fail at being yourself.” Wayne Dyer



Clark Kent



We love superhero tv shows and movie

At the end of the hour it is all magically solved

Aren't we intrigued what makes them tick?

What makes them human, what makes them different and what is their kryptonite?

Gee that unknown guy is really smart!

What inspires YOU?

“Be fearless in the pursuit of what sets your soul on fire.” -
unknown

What could you do if you were to dare greatly?

What if everyone wanted you to succeed?

Well Hello There!

About Libs

My name is _____
(full super hero name)

and I am super
_____ & _____.
(adjective) (adjective)

My favorite hobby is _____.
(nerdy hobby name)

I solve the problem of _____
(how you help clients)

because _____.
(why)

My reviews say I am incredibly

_____ & _____.
(adjective) (adjective)

The big goal I completed this year was

(big scary goal that is achievable
with lots of work and dedication)

Thank You

A big thank you to so many people that have inspired me and helped mentor me! I am always learning and growing!

For great books be sure to check out the following:

Lovemarks: The Future Beyond Brands by Kevin Roberts

StoryJuice: How Ideas Spread and Brands Grow by Lisa Johnson

Contagious: Why Things Catch On by Jonah Berger

The Accidental Creative and *Die Empty* by Todd Henry

Daring Greatly: How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent, and Lead by Brene Brown

One Last Thought

Today's world is full of negative events and negative people. Let us make a collective choice to turn chaos into a cosmos - a place of peace and grace.

Questions?

Do you have minute to review this awesome presentation?

<https://joind.in/talk/46f42>

Want to see more of our work? Check out our blog: www.pottingerphoto.com/blog

Any questions?

