




Telling Your Story

kopykat
marketing &
communications



A Bit About Us...

We provide outsourced marketing services, giving you everything you need to meet your marketing objectives.

Our services

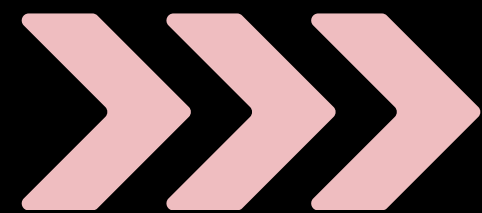
- **copywriting**
- **content creation**
- **email marketing**
- **social media management**
- **graphic design**
- **marketing consultancy**
- **website design**
- **marketing coaching**
- **marketing strategy...**

...and more...

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Why Your Story Matters



- People connect with stories, not just facts.
- Judges are looking for authenticity, passion, and purpose.
- A strong story makes your business memorable.



The Key Elements of a Compelling Story

Your Why – What inspired your business?

Your Journey – Challenges, milestones, and growth.

Your Impact – How have you made a difference?

Your Future – What's next for your business?



Understand the Criteria

Read the
category
descriptions
carefully

Align your story
with what the
judges are
looking for

Use real
examples
and results

Make it Engaging!



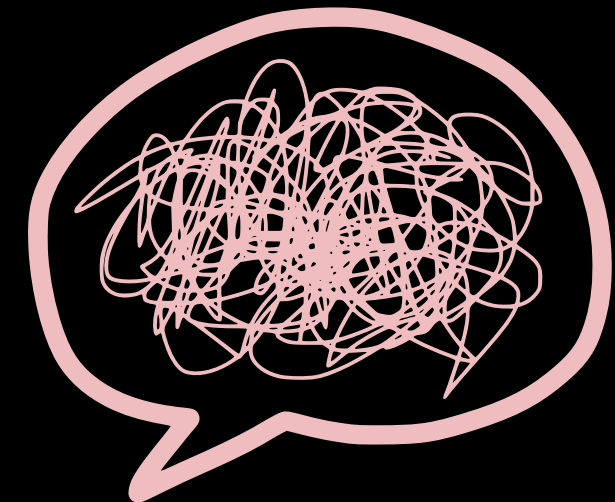
Use emotion

Make people care about your journey.



Show personality

Your brand's unique voice.



Avoid jargon

Keep it clear and relatable.



Use Effective Storytelling Techniques

Here are a few methods that can enhance the impact of your story:

Use visuals

Photos, infographics and videos can significantly improve engagement and help tell your story.

Share reviews & feedback

What's better than telling people how great you are? Having someone else say it instead!

Include facts & figures

Hard-hitting stats can't be argued with! Reinforce your message with clear graphs, tables or numbers.



Common Mistakes to Avoid

✘ Being too generic – make your story unique.

✘ Ignoring structure – Have a clear beginning, middle, and end.

✘ Forgetting to edit – Keep it concise and relevant.



Bring It All Together

- **Summarise your story in a compelling way**
- **Get feedback before submitting your entry**
- **Double check facts and data**

Final Takeaways...

- Your story is your superpower – use it to stand out!
- Start drafting your award entry today.
- Need help? Drop me a message!

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