

# Storytelling for Businesses

Business and storytelling go hand in hand. People often ask, “How did your business start?” “Who started it?” People tend to connect with a business if they know the story behind it. We would love to tell your business story. This story can be shared in a variety of ways – social media marketing, through business emails, newsletters or even on a plaque on the wall of your business.



We specialize in family business stories since that's how we started. Above: Founder Rhonda Anderson-Lauritzen's family.

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# Business Stories

Businesses are made of many different dynamics. Some businesses are built by an entire family that has run the business for generations. Other businesses are built by a group of budding entrepreneurs that started from scratch. Some businesses may have changed hands several times and the success has built over time. All of these stories are engaging and worthwhile. These stories can be told in one page up to a full memoir. Our team has experience that runs the gamut of storytelling.

Business stories are told to connect with a variety of different people – employees, customers, colleagues, partners, suppliers and the media. We can help you find that sweet spot so your story can reach the largest audience or if you are looking to just reach a certain demographic we can help you to reach that group as well.

Nowadays facts and bullet points don't quite hook your customers, partners and the media like it used to – but a good, clear and concise story will. Business storytelling is something most businesses are tapping into – it's an authentic way to show the world who you really are.

Let us help you tell your story that we believe will in turn propel your business to the next level of success because you have connected in a personal way to the world.

We can identify the best way to tell your story so it will reach the most readers. For an example of a write up, [click here.](#)



We would love come to your business or you can come to us for one interview or a series of interviews and our team of professionals can create something short and concise or something as long as a memoir, telling a detailed story of your business. We can also break down the stories into a series of what meets you needs. We can write your story for a trade journal or magazine as well. We would love to include photos as it will make it more visually appealing and can offer video services. We would love to meet with you to discuss options and pricing. Our basic package starts at \$200 and we are negotiable depending on your needs. [Ready to schedule or discuss?](#)

## News Articles

Need a quick article telling about an event, success of your company story? We can put that together for you. We have a journalist on staff with nearly two decades of news writing experience that can handle interviewing, finding the best angle to get your story across, plus editing in no time. Cost for this service is between \$75 and \$150 depending on length, research and turnaround time. This type of storytelling is more concise than telling a company/business story. It will flesh out the important facts with no nonsense and in the proper format for media release. [Ready to schedule or discuss?](#)

## News Releases

If you're looking to get the word out to a specific group, we can write news releases to announce a change in your business, something exciting on the horizon, or to explain something occurring within the company that people are inquiring about. Some news releases need to go out to a vast audience, while others are limited to a smaller group. We will work with you to guide you through that process, decide whom your audience

is and write the release based on your needs. Our team of writers has experience with tight deadlines and quick turnarounds and can get something up and running for you in no time at all and at a moment's notice. We also have experience in working with news media and can help word a release in a way that will get people's attention and get the word out just how you want it to be delivered. Because of our experience, your news release will get noticed and increase traffic in the desired area of information. We can also package all three of the above services if necessary. Cost for this service is \$100 to \$150 depending on research and interview time. [Ready to schedule or discuss?](#)

## Customer/Employee Highlights

This form of storytelling will highlight an individual, team or even a customer within your business or organization. We will interview those involved with the spotlighted person and put together a well-written, clear article honoring the individual. We can highlight their special skill set, backstory or just focus on a singular reason for the highlight. You will be the driver and we will be the producer of the content. A photo to go along with the article can be taken if needed or you may provide one. We can come to the honoree, conduct interviews by email, telephone or you may come to our Historic Ogden office too. Cost for the customer/employee highlight ranges from \$75 to \$250 depending on length and research involved. [Ready to schedule or discuss?](#)

## Award Nominations

This service will help you get the best nomination out there for any award. We will do a thorough interview to find out the whys. We will put that information together in the nomination and tell your story. The cost for this service will depend on

the length of the nomination. Please call 801-695-0726 or 801-941-2904 for more details and to discuss options. [Ready to schedule or discuss?](#)

## Company Histories

Storytelling isn't limited to a single person. Businesses have rich histories with fascinating stories to be told, often interwoven with an industry, a movement, or family. Interest in an organization is often piqued when potential customers or partners have the opportunity to hear how things got started, rise and challenges of the business. And by the way, we have a special love for family businesses.

Just like a person, every organization has a unique story with much to teach. Great stories inspire others to their highest potential.

A compelling story can also help solidify an organization's culture, and instill core values in employees. Those seeking employment with your business will also be eager to hear the story of how it all began. It can be a recruitment tool as well as a tool to keep employees on board. Hard work and even mistakes are important to share, and people love to hear it.

Don't hesitate to put your company story out there for the world to see. We have the capabilities of not only writing your story but also strategizing on how best to share it.

You may need your story for a special event, a website, social media, printed material or sales purposes. Ever dreamed of writing a book? We can do that too. Our services cover the very basic to a very detailed book about the rise of your organization told in an engaging story format.

Please contact us to discuss options that may fit your needs. Our services cover interviews which are recorded and may be edited, transcribed, shared or used as the material for your

writing resources or for us to create an engaging story for you to keep and use how you would like. We will interview as many people as needed, with transcriptions of interviews (if desired) and complete research, writing services and editing. We can come to you at your place of business or you can come to us in our historic home studio in Ogden. [Ready to schedule or discuss?](#)

## Speechwriting

Sometimes you need to give a speech and just can't find the words. That's where our experienced team of writers can help. A short interview with the speech giver for content will give our writers what they need to produce a great product with no stress to you. Interviews can be done face-to-face, over the phone or by email. We can give you a quick turnaround, a professional product and collaborative editing to make sure it sounds like you. Extra copies of the speech will also be given with the original. Price ranges from \$60 to \$250 depending on length of the speech and research necessary to make your speech the best it can be. [Ready to schedule or discuss?](#)



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**Tell your business story with**

## a full book

People often choose a full book memoir to tell the story of a business as some businesses have that



Every Essential Element is the family business saga that started our storytelling journey.

much story to tell. There are so many great stories and details that can be included in a full book memoir that it is a great option. We would love to discuss these options with you. We can space the process over a longer period of time (up to a year) or speed the process up to possibly six months depending on your needs.

Price for a memoir varies depending on your personal deadlines, length of story, number of interviews and transcription time. You will receive a full bid with each element of the process spelled out perfectly including interview fees, transcription fees, author fees, editing fees, artwork and publishing fees so you know exactly what is happening with your book every step of the way. If the bid is approved, there will be signed contract with all parties



involved. Start up costs range from \$500 to \$1,000, which would be due at the time the contract is signed with payment dates interspersed through the writing and editing process.

Ready to schedule or discuss?