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And but therefore framework

Get a taste of ABT training Learn from our participants at last Thursday's Facebook Live Session in the Business of Story group

INTRO: ABT TRAINING: 3:30 ROSS SYLVESTER ABT BUILD: 13:00 GREG HEAD ABT BUILD: 18:00 CELESTE JACROUX A BUILD: 23:00 Build our ABT, To make you a more powerful communicator for one-hour online sessions with Park Howell, author Brand Bewitchery and Dr Randy Olson, author of Storytelling is Everything. The ABT narrative template (and therefore) is one of the most powerful systems I've learned to explain my brand history and I use it to help businesses grow by as much as 600%. But while I worked with Dr. Randy Olson – the dude who revealed ABT to me six years ago – to refine his use of brands, we never taught the course together. SO you'll learn the applied science story from Randy Olson and the bewitchery it creates with your clients from me through this private LIVE course. BUT THERE IS A TWIST! The space is limited - in this first course there will be only 25 participants with an introductory course of 100 USD per person (the admission price will increase for future courses.) Save your location NOW. BOOK YOUR PLACE NOW!

SESSION STRUCTURE LECTURE (25 minutes) ABT build system (25 mins) Q&A prices (10 minutes) SESSIONS: ABT To brand: 6/9 @ 1 pm (PDT) Branding is ABT. It's as simple as that, but therefore. Learn this and your messages will begin to direct the power of the story. BETS: 6/11 @ 1 pm (PDT) How do I encourage customers to act? You make them understand what's at stake. Here begins the dynamics of ABT. SPECIFICS: 6/16 @ 1 pm (PDT) Ever heard a good comedian say a big joke? Effective communication is about specifics - that's where power lives. PROBLEM: 6/18 @ 1 pm (PDT) Know your own, but. We mean that ABT context. Your problem is your bet, ABT. You always need to know the problem you are dealing with. FOCUS: 6/23 @ 1 pm (PDT) Distraction is everywhere. ABT is a tool that cuts through it, giving you the ultimate goal - attention. ACTION: 6/25 @ 1 pm (PDT) After all, business all ticks down to one word - SO. So, like your company? Here you present your call to action, which actually drives sales. BOOK YOUR PLACE NOW!

ABT BUILD: This is a unique and original element of this training. Each participant gets their 5 minutes of fame before a group in which they submit their one sentence to ABT. Park and Randy offer their questions, suggestions and recommendations to help strengthen the narrative structure of ABT. As their comment takes place, the other 24 participants in the course also contribute thoughts through the chat log, giving you the input and ideas of 26 people who want to participate at the same time. This take, but that's what you need. SO, what are you waiting for? HOME: Tuesday, June 9, 2020 1:00 pm PDT Sharp! INVESTMENT: \$100 TO BOOK YOUR PLACE NOW! BONUS TIME To increase your growth as a confident and compelling brand storyteller, you'll get free copies of both brand Bewitchery and narrative is everything. That's what you do next... STEP 1: Sign up for your class STEP 2: Send your FET to park@businessofstory.com More about the FET process your FET can be for everything you want, but probably the best and most productive if it's the project you're working on. It will be a part of the ABT that will be shared with the class on the day you are selected to be one of the 5 ABT's that Park Howell and Dr Olson will work through during the ABT Build session. For a clear idea of how the ABT Build exercise works, take a look at this blog about the ABT development session last fall at the supercomputer conference. Listen a little about it and you will feel how it works. For more information, you can read: Houston, we have a story. Please make sure it's just one sentence (it can be long) and for clarity, uses three words: AND, BUT, THEREFORE. We will inform you at least the day before the session to confirm that you will be attending the session. If you want to submit a revised FET at that time, it will not be a problem. We just want to have at least this first now. Also, don't sweat too much to write this first ABT! The whole purpose of the development session is to improve what you have. There will be no destructive criticism - it's all about using the ABT system to strengthen the narrative core of what you want to communicate. The world's most diligent storyteller, Park Howell, is the founder of the history business and founder of the brand Bewitchery: How to Wield the Story Cycle System™ to Craft Spellbinding Stories for Your Brand Scientist-turned-filmmaker, Dr Randy Olson, recipient of the 2020 John P. McGovern Award for Excellence in Biomedical Communication. Not only did he write and read his feature films about major scientific issues, but he also worked with various clients to help them use visual media to transfer science to the public. In his writings, he both links his journey and continues to explore the role of the narrative in mass scientific communications. #StoryOn! The story is everything my scientist turned director Dr Randy Olson. But how do you create a story that is successful? Over the past decade, Dr. Olson has developed the ABT (And Therefore) system, a powerful communication tool that will help you to the core of storytelling in all types of communication- research projects, research projects, information, interpretation, videos, suggestions, presentations, blogs, and stories. In Of course, you will develop your ability to analyze a large, complex project or problem and distill it down to the core of the narrative, which is both CONCISE (as little as possible) and COMPELLING (to maintain enough information to make an impact.) It's more than just a course, it's a participatory trip! Each class has a discussion about aspects of the ABT narrative structure and/or guest speaker sharing how they apply the ABT system in various real-world settings. In addition, Dr. Olson will work with students to LIVE in his ABTs series as the rest of the group listen and offers up comments and questions in the chat box. This class will take place over 10, 1 hour sessions: January 26, 28 February 2, 4 February 9, 11 February 16, 18 February 23, 25 You are at a business event and get to that point in the conversation where the person asks: So... what are you doing? Here comes the elevator lot. You have about 30 seconds to tell your story so that piques that person's curiosity before they get off the proverbial elevator. If you nail the pitch, that person wants to learn more, which can eventually lead to a new sale, investment, or business opportunity. But if you miss the mark, there is a THUD. You get polite hmmm. Interesting, and then awkward silence. The conversation stops... and the opportunity is lost. So how can you improve your chances of delivering a winning pitch to make as much as possible any opportunity that comes your way? Randy Olson, in his book Houston, we have a story: Why science needs a story that provides a simple 3-point formula that can help you craft a lift pitch that attracts attention, creates interest, and opens the door to a new business. Formula? A-B-TAs marine biologist turned Hollywood screenwriter, Olson wrote this book with a scientist in mind. This is because, as a tenured professor, he grew frustrated in the academic community, where innovative research often remains in suspense because they lack a coherent narrative structure that could make them more interesting, understandable and useful to a wider audience. Olson's work in Hollywood led him to discover the A-B-T formula, a universal narrative structure that appeals to how we humans want to get and process information. And he realized that this simple formula can help his former colleagues in the academic community create a more powerful pitch to sell their research and have a much greater impact on the world through his work. However, A-B-T can also apply to the business world, especially if you sell complex ideas, products or services, but try to move the needle with your audience. So what exactly is A-B-T? And how can you apply it to creating your own elevator square? A-B-T = Ir-But-So imagine can thrill a two-hour movie, such as the Wizard of Oz, in a single-sentence pitch that captures the essence of history. It's the power of A-B-T, he says Olson.As: Every story can be reduced to this one structure. I can tell a story about a little girl living on a Farm in Kansas, and her life is boring, but one day a tornado sweeps her to the land of OZ, so she has to take a trip to find her way home. Here's how it breaks it down:Home – And = Setup The narrative is three parts— beginning, middle, and end. A typical story begins with the so-called exposure, i.e. from a few facts, basically from the narrative setup. The simplest and most common connection that combined the setup facts is the word of the agreement and. Middle– but = tension This begins with one or more facts connected and's. Then it's time for the story to begin (the story begins when something happens) and for us to get to the middle of the story. Here comes the word but. ... What happens with any, because of the controversial direction it pushes, is the establishment of tension, or even conflict... Conflict is the driving force behind all stories. End – therefore = resolution Who is the word of consequence. This is a word of time. It appears after a certain time and signals the consequence or effect. What is the main element of history? Time. When we talk about the progress of the story, we talk about how to move forward in time. That's what it does. He pulls things together and moves them further together... It becomes a hint, meaning what's your point? What do you get? Where do you go with that? Putting A-B-T into practice For years, I struggled with how to build a consistent pitch for my business because I had what I assumed were two completely unrelated components of Lyden Communications. I know the irony is obvious. How can this help other people create explicit messages while struggling with their own? But here's the deal. On one side of the business, I serve a handful of media companies as independent journalists and editors, helping them create content that grows their readership and advertising revenue. On the other hand, I serve entrepreneurs as a leadership and sales communications strategist, helping them create their own stories and content to increase their impact, increase their credibility and ultimately sell their products and ideas. Deep down I knew there was some connection between these two sides, but I couldn't figure out how to formulate it. All I know is that when I tried to explain both sides to the same audience, I would lose my attention and get that glazed look I have no clue what you're talking about. It wasn't until I read Olson's book that I finally had that ha moment as I could this challenge and connect both sides into one coherent narrative. The connection is as follows: the experience I have created for serving media companies as an independent journalist, and thus a professional storyteller, gives me a lot of credibility as to why entrepreneurs hire me to help them create their own stories. And the conflict that I'm going through between these two sides is exactly where the B-But-fits the story is. So, here is an example of what I put together using Olson's A-B-T system. ABy trade, I am a journalist who writes about the future of transport and its impact on business and society. And much of my work has been about addressing complex technical things and making them more compelling to a wider audience through the power of history. However, in recent years, I have discovered that the same narrative methods that I use as a journalist can also help entrepreneurs become more efficient and mesmerizing communicators - to grow sales, attract more talent and ensure risk funding. That's why [or so] in 2013 I started Lyden Communications LLC. Strategy and Storytelling Consulting: teach and teach entrepreneurs what to say (strategy) and how to tell (story) – with their elevator pitch, website, presentations and articles – to help them expand their business. When I crafted this basic story using the A-B-T system, I could then apply it to other marketing purposes while keeping true to the original post. Here are some examples: One-Liner I've taken the essence of its A-B-T story and created a single sentence high-profile shroud using this system I adapted from Donald Miller's book Building History Brand: Explaining your message that customers will listen to. Hero: Entrepreneurs The Problem: Customer Distraction Plan: Storytelling The Result: Grab attention, build up confidence, expand the business. When I put it all in, my one-liner looks like this: In a world where I'm getting more and more distracting, I help entrepreneurs tell their story in a way that attracts attention, builds trust and grows their business. Author byline: Here I will take one liner and tweak it to use as my byline blog and magazine articles. Sean M. Lyden is ceo of Lyden Communications LLC, a strategy and storytelling consultancy that helps entrepreneurs tell their story in a way that attracts attention, builds trust and grows their business. LinkedIn Profile For my LinkedIn profile, I put together One-Liner with A-B-T: The world is getting more and more distracting attention, I help entrepreneurs tell their story in a way that attracts attention, builds up confidence, and grows their business. Why? Here's my backstory... According to trade, I am a journalist who has written about the future of transport and its impact on business and society. And much of my work was about solving complex technical things and wider audience through the power of the story. However, in recent years, I have discovered that the same narrative methods that I use as a journalist can also help entrepreneurs become more efficient and mesmerizing communicators - to grow sales, attract the most talented staff and ensure risk funding. That's why in 2013 I started Lyden Communications LLC. Strategy and Storytelling Consulting: teaching and teaching entrepreneurs about what to say (strategy) and how to tell (story) – with their elevator pitch, website, presentations and articles – to help them expand their business. Long Form: Here I expand my core A-B-T story, staying true to the message while providing more information to create a case of why entrepreneurs should subscribe to their email newsletter. See Bottom Line When you're in a business event, flight or elevator, and someone asks you: What are you doing?, don't waste this opportunity. Invest the time you need to fight your story and get it right by applying the A-B-T formula. Then you'll have a clear and compelling core message that will make all your marketing messages more powerful. Sean M. Lyden is ceo of Lyden Communications LLC, a strategy and storytelling consultancy that helps entrepreneurs tell their story in a way that attracts attention, builds trust and grows their business. Next Step I want to learn how to build your story muscles, then join me on this journey to become a stronger communicator to subscribe below to get your best messages sent to your inbox. And you can also contact me directly by email sean@lydencommunications.com. sean@lydencommunications.com.