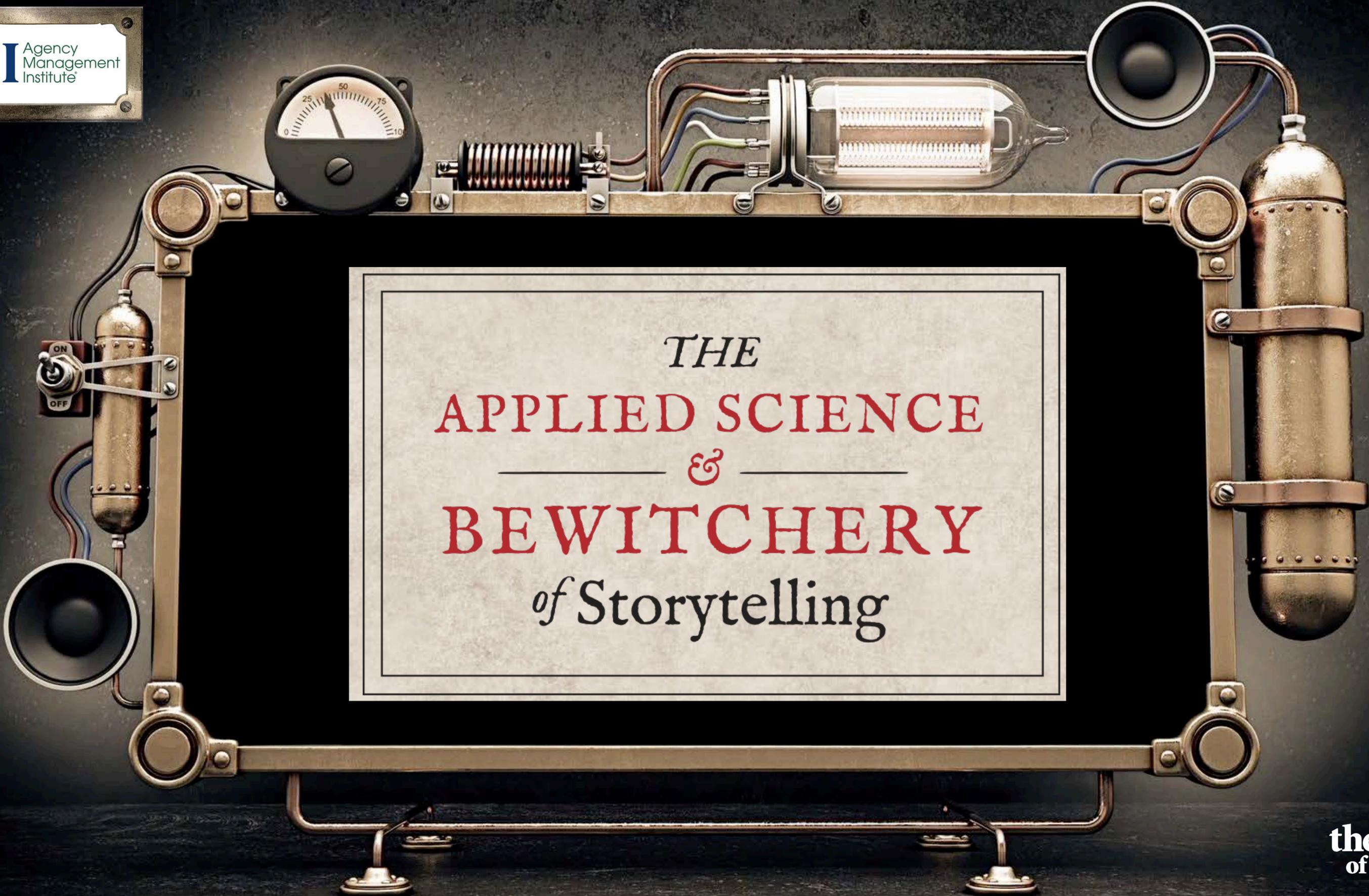




**CRAFT YOUR  
AGENCY'S BRAND  
STORY TO DOUBLE  
YOUR WIN RATE**

**Park Howell**

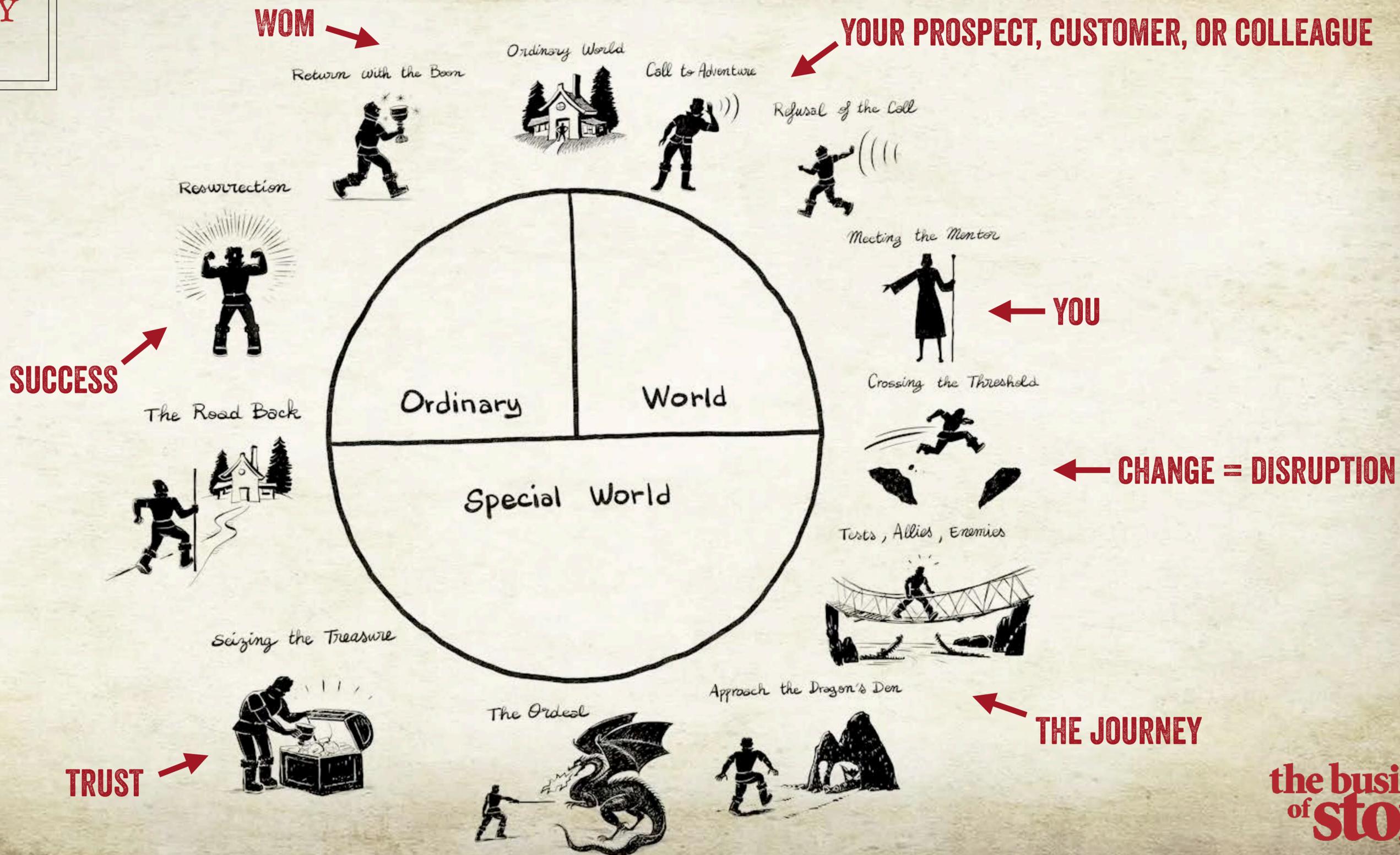
The World's Most Industrious Storyteller



*THE*  
**APPLIED SCIENCE**  
— & —  
**BEWITCHERY**  
*of Storytelling*

# Hero's Journey

Joseph Campbell



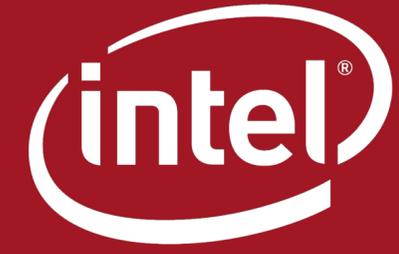
# THE ABT: AND, BUT, THEREFORE NARRATIVE FRAMEWORK

## THE STORY CYCLE SYSTEM™





Southern Company



CARVANA



# ARE YOU PITCHING OR PULLING?



the business  
of **story**

# ARE YOU PITCHING OR PULLING?



# ARE YOU PITCHING OR PULLING?



# ARE YOU PITCHING OR PULLING?

20% WIN RATE



# THE ABT

As an agency principal responsible for growing your firm, you want to win more of the right new business, **and** if you lead your pitches with a powerful story that proves your strategic value, then you stop competing for work and start being chosen for it.

**But** you're frustrated because you're stuck in the industry's costly 20% win rate, investing senior talent and late nights into polished presentations, only to watch prospects choose someone who didn't outthink you... they just out-positioned you.

**Therefore**, you can confidently increase your win rate by 35% to 50% when you use the ABT Narrative Framework to shift from pitching capabilities to commanding the room with narrative authority so prospects are choosing you before your competitors finish their slides.



**Christopher Lochhead**  
Legendary Silicon Valley Marketer



#1 Apple Podcastster | #1 Author "Play Bigger" @lochhead · 17h

60,963

Most **#Entrepreneurs** would love to design a new category and build a billion \$ business. But there is so much **#startup** bullshit on twitter it's hard to know who to listen to. Meet **@DavidSacks** he knows a few things.  
[bit.ly/3hKuDCm](https://bit.ly/3hKuDCm) [pic.twitter.com/TjibN9j0OK](https://pic.twitter.com/TjibN9j0OK)



View Tweet activity



You want to live up to your potential, **and** if you start today, then you'll discover the strength, health, and confidence already inside you.

**But** you're frustrated because fear, excuses, and hesitation keep stopping you before you even begin.

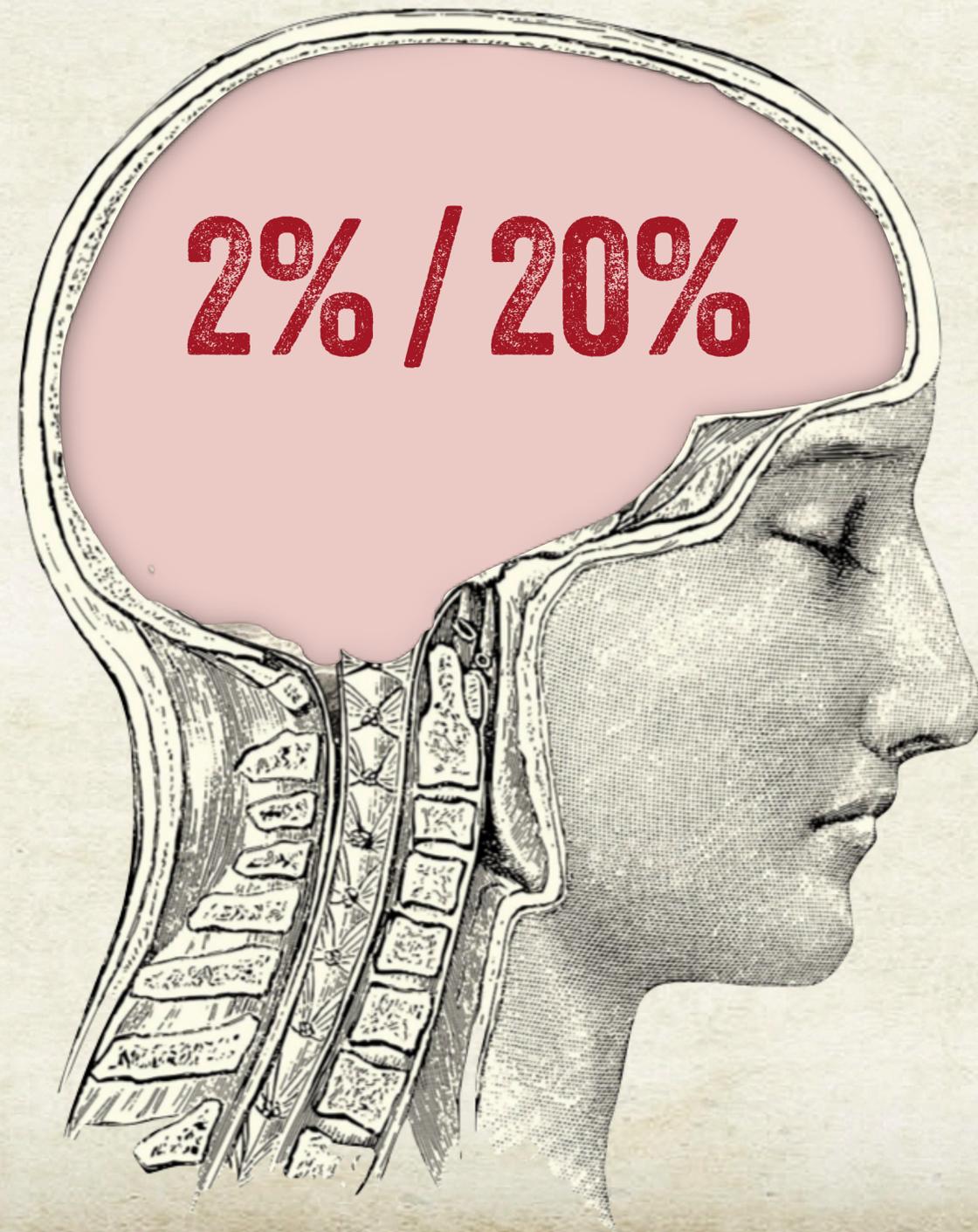
**Therefore**, imagine the pride of proving yourself right—*Just Do It*. Nike is with you every step of the way.



**STORY IS PRIMAL.**

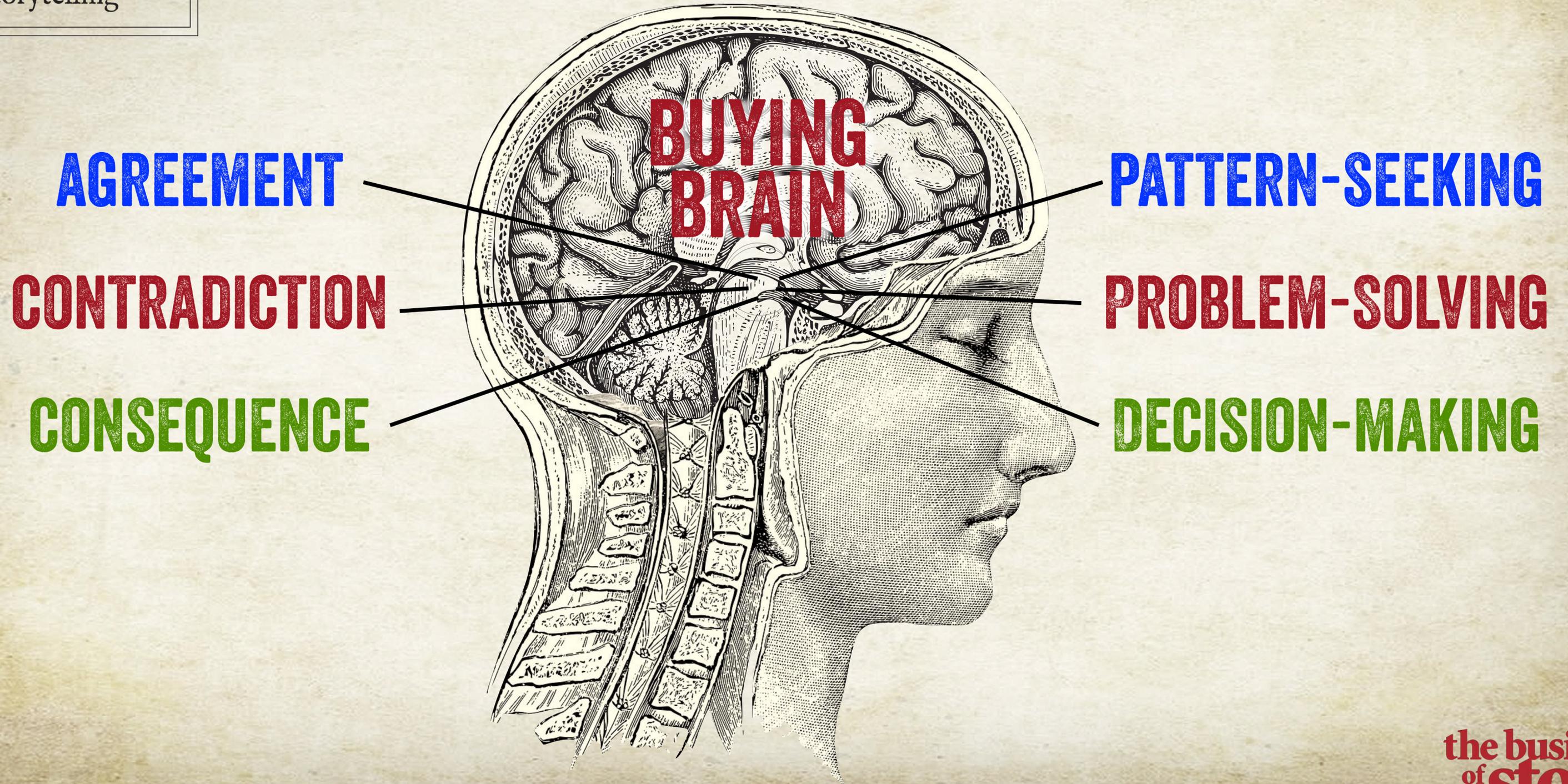


THE  
APPLIED SCIENCE  
&  
BEWITCHERY  
of Storytelling



THE  
APPLIED SCIENCE  
&  
BEWITCHERY  
of Storytelling

# THREE FORCES OF STORY



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# PRIMARY ABT BUILD

CONSEQUENCE  
CONTRADICTION  
AGREEMENT

Your #1 audience, what do they want **AND** why is it important to them? **Set Up**

**BUT** why don't they have what they want? **Problem**

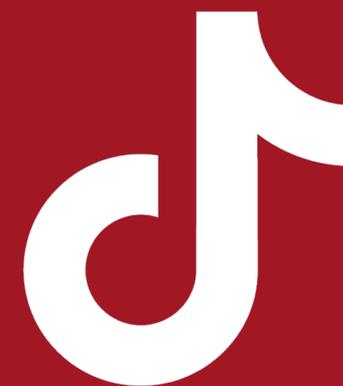
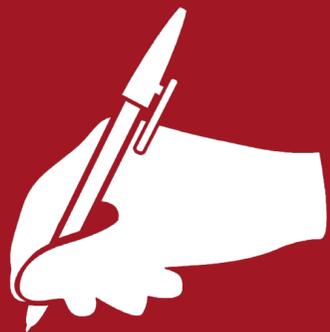
**THEREFORE** how will you help them get it? **Solution**



You want to deepen relationships with your customers, **and** if you can connect every interaction across sales, service, and marketing in one platform, then you can deliver the seamless experiences they expect.

**But** you're overwhelmed because siloed systems, scattered data, and disconnected teams keep you from truly understanding your customers, leaving them feeling unseen and underserved.

**Therefore**, Now you can unite every touchpoint to deliver smarter, faster, more personalized customer success with Salesforce, *the #1 AI CRM.*





“You have loved baseball since you were a kid, **and** you’ve shared that love with your brothers growing up and now with me. Your childhood dream of attending an LAD and NYY World Series is happening right now, within your reach.

“**But** without tickets neither of us will experience this monumental game because we let opportunity pass us by.

“**Let us continue** to build upon our strong bond through something we both love by getting tickets to the sporting event we will both remember the rest of our lives. Buy tickets now: <https://www.ticketmaster.com/>.

# CASE STORY

- Prêt, Auto, Partez is a used car dealership for credit-challenged buyers in Quebec, CA.
- They had to differentiate themselves from the typical smarmy used car dealerships.
- Hoping to grow by 20%.



André-Martin Hobbs,  
President, Prêt, Auto, Partez



You want the convenience of owning a car **AND** you wish for the freedom it provides.

**BUT** you have bad credit.

**THEREFORE**, repair your financial standing by purchasing a car you can afford with Prêt, Auto, Partez.



**“Your vehicle to financial freedom.”**

the business  
of **story**™ podcast

# HOW TO CREATE AN ENDURING BUSINESS BASED ON YOUR TIMELESS BRAND STORY

SHOW #499

A black and white portrait of André-Martin Hobbs, a man with short dark hair, wearing a dark, textured sweater. He is looking directly at the camera with a neutral expression.

**ANDRÉ-MARTIN HOBBS**  
Founder of Prêt Auto Partez & DecisioningIT

# TWO STORY TRUTHS

#1



You are not the center of your story,  
your audience is.

#2



Your story is not about what you make *but*  
what you *make happen* in your audience's life.

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Susan Weinschenk Ph.D.  
Brain Wise

## HEURISTICS

# The Power of the Word "Because" to Get People to Do Stuff

"Because" is a magic word when you want to get people to do something.

Posted October 15, 2013 | Reviewed by Gary Drevitch



## ✓ THE BASICS

What Is a Career

[Find a career counselor near me](#)

I tend to write about the latest research, but I think it's important to go back to "foundational" (i.e. old) research, too. This post describes research conducted by Ellen Langer at Harvard in 1978 for a study of the power of the word "because."

Langer had people request to break in on a line of people waiting to use a busy copy machine on a college campus. (Remember that this was the 1970's. People didn't have home computers and printers. They did a lot more copying back then, so there were often lines waiting to use a copy machine). The researchers had the people use three different, specifically worded requests to break in line:

- "Excuse me, I have 5 pages. May I use the xerox machine?"
- "Excuse me, I have 5 pages. May I use the xerox machine, because I have to make copies?"
- "Excuse me, I have 5 pages. May I use the xerox machine, because I'm in a rush?"

“Excuse me, I have 5 pages. May I use the Xerox machine?”  
**60% compliance.**

“...because I have to make copies?”  
**93% compliance.**

“...because I'm in a rush?”  
**94% compliance.**

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What

How

**You want consistent agency growth.**

**But you're stuck losing 80% of your pitches because your pushing commoditized capabilities.**

**Double your win rate by proving your value with agency stories that *show* how you will grow your prospect's business.**

# ABT BUILD

Your #1 audience,  
what do they want **AND** why is it important  
to them?

---

**BUT** why don't they have it?

---

**THEREFORE** how are you uniquely equipped  
to help them get it?

---







# ARE YOU PITCHING OR PULLING?

20% WIN RATE



# ARE YOU PITCHING OR PULLING?

**HURRAY!**



[storycyclegenie.ai](https://storycyclegenie.ai)

the business  
of **story**

# TEST THE STRENGTH OF YOUR BRAND STORY

## Let Your Brand Genius Out of the Bottle

Now you can transform the overwhelming prospect of brand storytelling into an overjoyed process—**vibrant strategy, brilliant campaigns, captivating content**—all in minutes, not months, with StoryCycle Genie™.



Get Your FREE Brand Story Assessment →



[storycyclegenie.ai](https://storycyclegenie.ai)

- 1. Write three+ emails every day, starting with an ABT.**
- 2. Teach two people today how to use the ABT.**
- 3. Craft your agency story using the ABT this week.**



A person is silhouetted against a night sky filled with stars and the Milky Way galaxy. The person is standing on a small rock or mound in the foreground, looking up at the stars. The sky is dark with a gradient of colors from purple to orange, suggesting a sunset or sunrise. The Milky Way is visible as a bright, hazy band of light stretching across the sky.

**The most potent story you tell  
is the story you tell yourself.**

**So make it a great one.**