The Science of Visibility: Storytelling That

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Without using the title of your job, tell me what you do.

Extra points if you make us LOL!

How confident are you in your ability to craft strong stories?

Icebreaker: "One Line, One Story"

Think of a customer, colleague, or defining moment in your work that left a lasting impact on you.

Without telling the full story, what's one sentence that captures the shift, insight, or lesson you took from it?

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The takeaway: Even a single sentence can carry emotional weight, critical information, and critical context; which is exactly the point of storytelling.

WHO ARE WE

Stories Seen is a **narrative intelligence** company that helps underestimated founders clarify their story so they can raise capital, grow visibility, and accelerate their business outcomes.

Our core product is IDA, **the first AI-powered narrative intelligence platform that delivers strategic yet contextually-nuanced narrative insights in under 60 seconds.** Unlike the generic coaching tools and flat AI feedback engines populating the market, **IDA incorporates cultural nuance, contextual intelligence, and the strategic power of personal story**.

We're not just helping founders tell better stories, **we're shifting who gets seen, heard, and funded in the startup**

SOLUTION

IDA: Context-Aware Narrative Intelligence

IDA transforms our proven StoryEdge Method™ into AI-powered coaching that delivers insights in under 60 seconds.

Context that keeps the soul of your work

Proven strategies for founder visibility

Key Features:

- Methodology-driven analysis (8 proprietary frameworks)
- Contextual intelligence (accounts for founder identity & industry)
- Actionable coaching (specific rewrites, not critique scores)
- Integrated learning (AI + community mentorship)

Stories *Seen*

OUR PROPRIETARY METHODOLOGY

The StoryEdge Method™ is a proven framework **rooted in cognitive psychology and persuasion science**, designed to help founders, professionals, and changemakers craft powerful narratives that **build trust, captivate audiences, and drive meaningful action.**

Through structured modules and expert insights, this program equips you with the skills to:

- Harness the science of visibility
- Craft your authentic narrative
- Leverage your story for brand growth, leadership, and business success

Fresh Perspective Reframe

Challenge: "I'm new to this industry."

Reframe: "I bring fresh perspectives others don't, which allows me to challenge outdated ways of thinking."

The StoryEdge Method™

YOUR STORY

with Bryetta Calloway

Geek-Peek: Why Storytelling Matters

The Science: Storytelling activates up to 7 regions of the brain, compared to 2 for facts alone

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sensory perception

movement

memory

emotion

Source: Hasson et al., Princeton; Huth et al., Nature

The Science: Stories are sticky. People remember 65–70% of information told as a story versus only 5–10% of information shared as raw data.

Source: Jennifer Aaker, Stanford GSB)

The Science: Stories are sticky. People remember 65–70% of information told as a story versus only 5–10% of information shared as raw data.

creates emotional & narrative context

activates memory pathways & increase recall

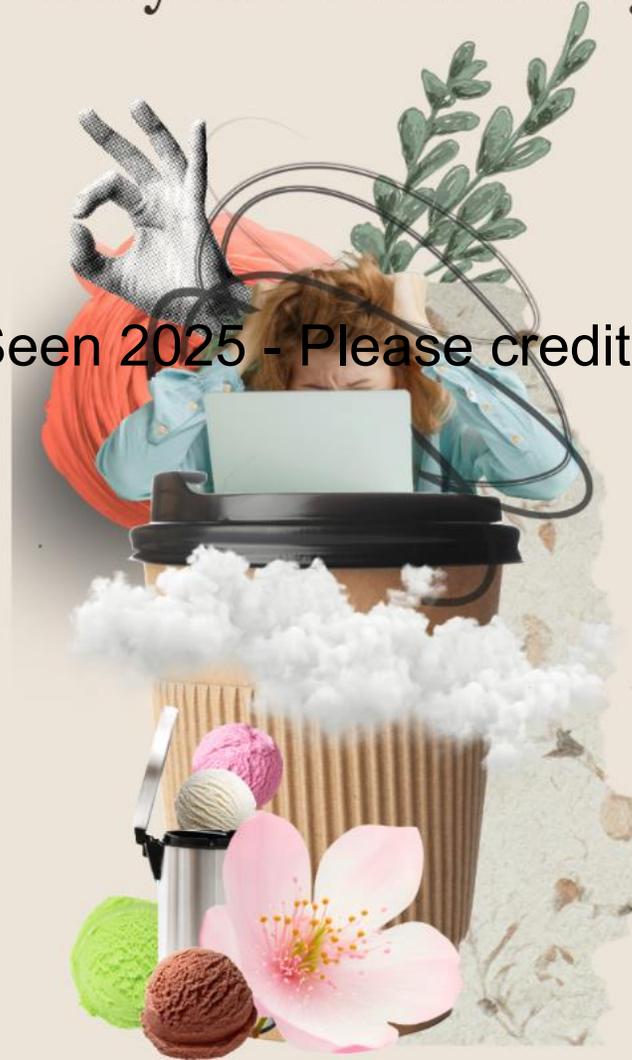emotional markers & personal relevance

Source: Jennifer Aaker, Stanford GSB)

The Science: Audiences are 3x more likely to trust a brand that blends logic with empathy and 55% more likely to buy if they love the story.

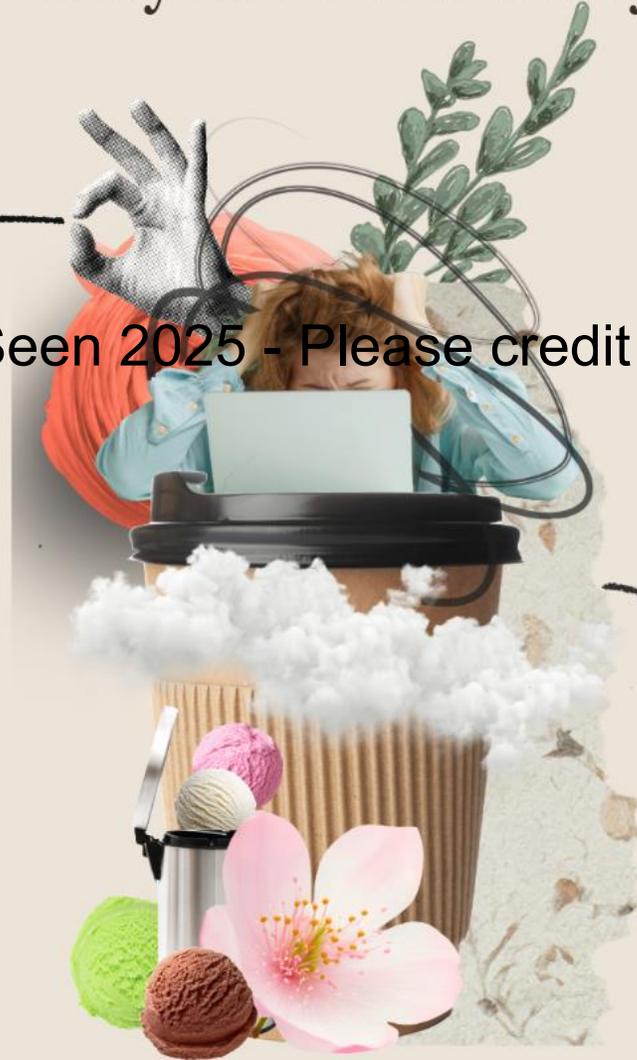Source: Edelman (2021) + Headstream (2015).

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Narratives reduce resistance

narrative competence leads to greater empathy, trust, and therapeutic alliance

Source: Edelman (2021) + Headstream (2015).

So what is the strategic relevance?

- Audiences are overwhelmed, skeptical, and distracted: *Traditional marketing is tuned out unless it feels human, relevant, and emotionally resonant.*

- Markets are flooded with misinformation and sameness: *Without trust and differentiation, even great products and ideas get ignored.*

- Teams, clients, and stakeholders want meaning not just metrics: *Facts inform, but stories inspire action, alignment, and long-term belief.*

... and in today's persuasion economy, attention is currency.

- Storytelling cuts through noise

You have just 8 seconds to capture someone's attention.

Source: Microsoft Consumer Insights Report, 2015

People decide whether to trust you in as little as 100 milliseconds.

Source: Willis & Todorov, Psychological Science, 2006

We process visual content 60,000 times faster than text.

Source: 3M Corporation & Zabisco reports

Case Study: Narrative vs. Informational Messaging in Brand Marketing

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In a randomized experiment, over 300 consumers were exposed to **one of two types of video ads** for a new running shoe:

Case Study: Narrative vs. Informational Messaging in Brand Marketing

durability

materials

sole design

Group A: Received an informational ad focusing on product features— materials, durability, sole design, and price.

Case Study: Narrative vs. Informational Messaging in Brand Marketing

first marathon

demanding job

new mom

Group B: Viewed a narrative ad featuring a first-person story of a woman training for her first marathon while balancing a demanding job and new motherhood.
The story centered on grit, resilience, and her emotional relationship with running.

Case Study: Narrative vs. Informational Messaging in Brand Marketing

Results: Narrative group had significantly higher purchase intent, emotional engagement, and brand recall.

Viewers in the narrative group reported:

- 34% higher emotional identification with the brand
- 26% higher intent to recommend the product to others
- Greater trust in the brand's mission, even though both ads were for the same product

The impact was strongest among first-time marathoners and new parents, who reported *"seeing themselves in the story."*

Case Study: Narrative vs. Informational Messaging in Brand Marketing

Why it worked:

- Identification with the story protagonist
- Emotionally anchored message triggered trust and memory
- Lower cognitive resistance → viewer didn't feel like they were "being sold to"

Source: Escalas, J. E. (2007). "Narrative Processing: Building Consumer Connections to Brands." Journal of Consumer Psychology.

Also supported by: Green & Brock, 2000 (Transportation Theory); Escalas & Bettman, 2005 (Self-Brand Connection)

Exercise: Story as Strategy – Prescribing a Narrative for a Marketing Challenge

Exercise: Story as Strategy – Prescribing a Narrative for a Marketing Challenge

1. The Problem (Brand, Marketing, or Communication Challenge)

What's a moment in your business where facts, features, or traditional messaging aren't moving the needle?

Examples:

- Customers aren't converting on a landing page
- Employees aren't aligned around a new initiative
- Prospects don't understand your product's real value

Exercise: Story as Strategy – Prescribing a Narrative for a Marketing Challenge

2. The Barrier to Trust, Understanding, or Action

- Why isn't the information alone working here?
- What's the emotional, cultural, or cognitive block?

Examples:

- Skepticism from being burned by similar brands
- "Sounds too good to be true" syndrome
- Lack of emotional resonance or human connection
- Overload from jargon or data

Exercise: Story as Strategy – Prescribing a Narrative for a Marketing Challenge

3. A Story That Could Shift It

- What kind of story (founder, customer, internal, or values-based) might help bridge that gap?

Examples:

- A customer who overcame doubt and got real results
- A behind-the-scenes founder story showing what's at stake
- A team story revealing the why behind the product shift

Exercise: Story as Strategy – Prescribing a Narrative for a Marketing Challenge

Optional Prompts:

- What's the message that's falling flat?
- What emotion or belief might be blocking action?
- What story could shift belief or behavior here?

Customer Testimonial Reimagined (Trust Builder)

Before and After

BEFORE: Testimonial (Flat, Feature-Based)

"I used their service and really liked it. It was easy to sign up and worked well for what I needed. I've told some friends about it too."

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"I used their service and really liked it. It was easy to sign up and worked well for what I needed. I've told some friends about it too."

Why It Falls Flat:
- No emotional hook
- Generic and non-specific
- Doesn't clarify value or transformation
- Lacks memorable detail or story arc

AFTER: Strategic Story (Emotionally Anchored + Structured)

'Did you create this platform just for me? Because it feels like it! It was super easy to sign up for and get started and I have so many friends who are freelancers like me who could use something like this.'

→ **Pillars Modeled:** Social Proof, Emotional Validation, Scalable Impact

→ **Route:** Peripheral → Central (resonance → behavior change)

Breakdown of What Changed

What Is the Elaboration Likelihood Model (ELM)?

Before we begin:

Two Routes to Persuasion

Peripheral Route	Central Route
Fast, intuitive	Thoughtful, reflective
Driven by cues like emotion, credibility, aesthetics	Driven by logic, data, and relevance
"I *feel* like I trust this."	"I've *thought* about why I trust this."
Great for: Great for grabbing attention	**Great for:** Critical for sustained belief and conversion

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"Peripheral cues might get someone to click. Central processing gets them to commit."

Why This Matters for Storytelling
Great brand stories activate both routes.

Note:

- Emotional resonance captures attention (Peripheral)
- Strategic clarity builds belief and action (Central)
- When both are present → increased engagement, trust, and conversion

ELM Guessing Game – Real Brand Quotes

"Think different."
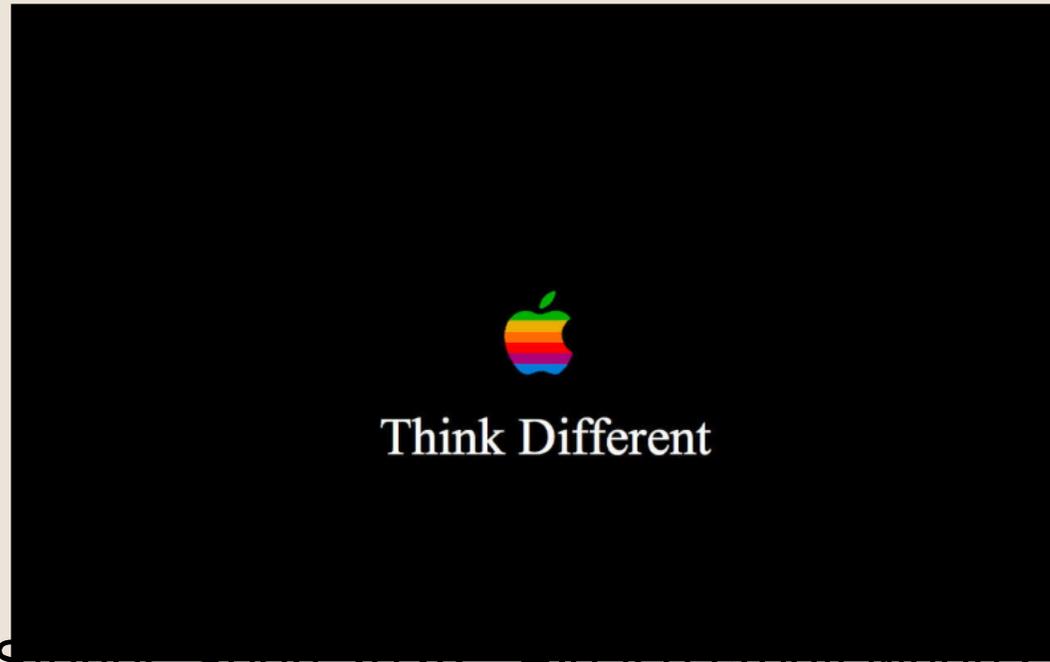
Peripheral Route   **Central Route**

Peripheral Route   Central Route

- **Why:** Emotional, identity-driven, vague on features
- **Effect:** Creates aspirational feeling of innovation and rebellion
- **Used in:** 1997 Apple campaign to reposition itself as visionary
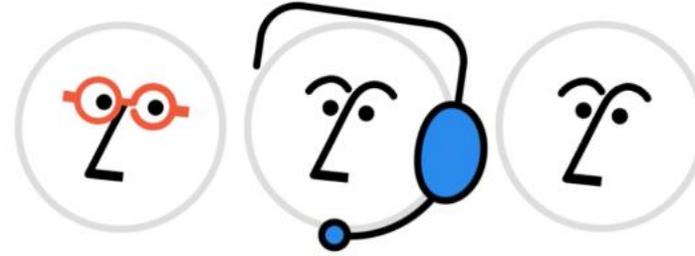
"The AI workspace that works for you.
One place where teams find every answer, automate the busywork, and get projects done."

Peripheral Route   **Central Route**

Peripheral Route   Central Route

- **Why:** Clear, logical value proposition. Speaks directly to pain points around tool overload.
- **Effect:** Specificity about utility builds buy-in and supports rational decision-making.
- **Used in:** Homepage headline; drives high conversion for productivity-first users.

The 3 StoryEdge Pillars

Tested by more than 2,000+ entrepreneurs and dozens of corporate brands

- **Pillar 1: Define Your Authentic Moment**

- Identify your origin story
- Name the problem that demanded an answer
- Anchor to the moment your brand was born
- Build strategy from your authentic foundation.

The 3 StoryEdge Pillars

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- **Pillar 2: Create Balanced Messaging**

- Use both emotional resonance & data-driven credibility
- Leverage ELM (Elaboration Likelihood Model): Central + Peripheral routes
- Test & refine via focus groups, market feedback, field testing
- Resist the lure of virality—build for lasting trust

The 3 StoryEdge Pillars

Tested by more than 2,000+ entrepreneurs and dozens of corporate brands

- **Pillar 3: Make It About Them**

- Move from USP-centered to consumer-centered messaging
- Translate your strengths into benefits that matter
- Filter every story through the customer's lens
- Answer the question: Why should they care?

The 3 StoryEdge Pillars

Example Brand Story – FieldNote

FieldNote was born the day its founder, a former nurse practitioner in a rural community, watched yet another patient miss a follow-up appointment—not because they didn't care, but because they didn't have a way to track their care plan outside the clinic. That moment sparked a mission: to create intuitive, beautifully designed digital care notebooks that help patients remember what matters most between visits. Today, FieldNote is used by thousands of patients and caregivers to reduce confusion, boost adherence, and improve outcomes— especially for those managing multiple conditions. With smart reminders, human-centered UX, and collaborative features for families, FieldNote doesn't just organize information—it empowers people to take control of their health in ways that feel personal, not clinical.

Your story is not fluff. It's leverage. Use it wisely.

Stay Connected

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