

IMPACT!



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President

Call us
TODAY!

Begin to
make an
IMPACT!
tomorrow!

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“Linking Companies to their Communities”

! *Your Company Story II*

Tips for creating a Great Company Story

Use metaphors.

People relate to metaphors. A metaphor can convey a complicated message in a simple way. For example, a company's complex production process could be compared to making a soufflé, each step must be exact and on time or the soufflé will fall.

Focus on people.

Your audience for this story includes your customers and your employees. People want to hear about people.

Personify your company.

Create a character that represents what your company stands for and does. For example, a traditional law office might be presented as “The Judge”, an upright individual who honors the law. From there, you can create The Judge's character.

Keep the language simple.

Use plain English and active verbs. Don't rely on the dry, jargon or speakease you use at the office.

Check the readability level of your story by running it through the grammar check on your word-processing software. You want your story to have a readability level of at least 65 on the Flesch Reading Ease scale or to be at the 8th grade level on the Flesch-Kincaid Grade Level scale.

Build in enthusiasm and energy.

Too many workplaces today lack those qualities. Enthusiasm is contagious and smells of success.

Appeal to the senses.

Research into how we think and communicate has found that people react unconsciously to messages that touch on how we see, hear, or feel things. Ensure your story includes words that address each of those senses.

Keep it fairly short.

Even a good story, if it goes on too long, can lose listeners. Edit your story to make it tight, concise, and effective.

How to Communicate Your Story

The CEO should be “CSO” – [Chief Storytelling Officer](#). And they should tell the story everywhere and all the time, to everyone:

- * at every company event,
- * at every customer event,
- * at any event anywhere.

Employees who can tell the story can serve as ambassadors for the company, as well as salespeople. The same goes for customers.

If your customers and employees really understand what you are all about, you will succeed.

Ask IMPACT!

to help write

Your Company Story

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Make an IMPACT! in 2008

**Make an IMPACT! with
“Customized Communications”**

IMPACT! designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

**IMPACT! your community with
“Messages that Matter”**

IMPACT! strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increase your credibility and builds your organization's identity.

**Understand how to better
IMPACT! your customers**

IMPACT! facilitates surveys and evaluations and compiles results in comprehensive reports that allow you to better tailor your services and products to meet the individualized expectations of your target audience.

IMPACT! Inc. creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.