

IMPACT!



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Call us
TODAY!

Begin to
make an
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“Linking Companies to their Communities”

! *Your Company Story*

Even with the best marketing strategies and weekly staff meetings; Don't assume your customers or even your staff understand your company story.

Vision and mission statements are often meaningless to employees and customers. They can be viewed as just words, often too many and too obtuse, and without any context or meaning.

They don't explain what the company is really all about, why someone would want to work there, or why someone would want to be a customer.

People like to tell and listen to stories. And they will repeat the really good ones.

Stories work; they always have. Jesus used parables to teach key points. The ancients told epics to convey history and the battles between good and evil. Today, stories are told through movies and books.

Every employee and customer should be able to tell your company's story enthusiastically and without fail.

“If your customers and employees really understand what you are all about, you will succeed. Your company story tells about your company, what you do for whom and why, with something about your people thrown in. It's more than just your vision and mission. It conveys your essence for being. It connects with people on an emotional level.”

Dave Hosokawa, former chief executive of the parent company of Monster.com

Crafting your Story

When crafting your company story, focus on: Customers, Co-workers, and Company

Customers

Consider: Who are they? What do they need? What do they value? What are their concerns? What makes them happy? What causes them stress? Why do they buy from you and not your competitors?

Co-workers

Consider: Who are your employees? Why do they work at your company? What makes them excited/motivated to come to work each day? How do they contribute to the overall success of the business?

Company

Consider: Why does your company exist? Go beyond your vision or mission statement. Speak what's in your heart, not your brain, then take those values you espouse and create your story from there.

Where is the company going? Convey a sense of future accomplishments. Your story needs to define your strategies for getting to that future.

Employees often complain that they don't know where their company is headed; they don't know what the CEO's strategies are. If an employee doesn't know that at a gut level, how can they help the company succeed and move forward?

A good story is worth telling and repeating. A good company story will inspire coworkers and impress customers. What is your company story?

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.