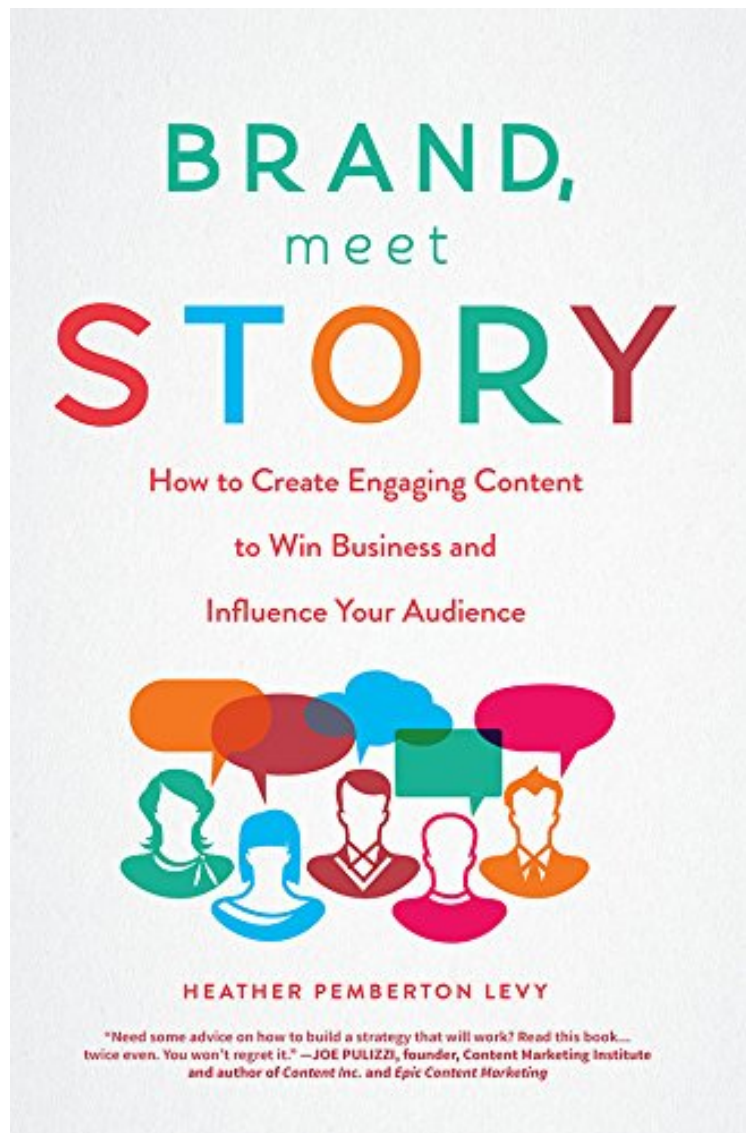


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Brand, Meet Story: How to Create Engaging Content to Win Business and Influence Your Audience

Heather Pemberton Levy

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Heather Pemberton Levy : Brand, Meet Story: How to Create Engaging Content to Win Business and Influence Your Audience before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brand, Meet Story: How to Create Engaging Content to Win Business and Influence Your Audience:

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an easy read and chock full of examples to help you out. Don't forget to print out or hang up the appendix for reference next time you outline content! 1 of 1 people found the following review helpful. easy and very accessible book By Elizabeth Every professional should read this short, easy and very accessible book, to learn the "recipe" to tell compelling stories that move audiences, whether you're selling a product to prospects, yourself to a hiring manager, or your ideas to your peers. 1 of 2 people found the following review helpful. Read this book for a brand strategy class. Very ... By Customer Read this book for a brand strategy class. Very generic material and overpriced. While the message is clear, there is very little research to back it up.

Think of the last great article you read or the last great speech you heard. Chances are, if you remember one key message, you also remember one compelling story. That's because the best content starts with a story. When it comes to marketing, the best business content starts with a story the audience cares about, not the brand's message about what it wants to sell them. In *Brand, Meet Story*, Heather Pemberton Levy describes the Story Comes First method, a practical approach that combines techniques from journalism and fiction writing to help brands tell stories that put the readers' interests first. Whereas most brand marketers create content to sell their product, service or technology, the Story Comes First method turns this approach on its head to create content with the "human moments" that truly engage an audience. Filled with examples from Levy's experience creating content marketing programs, trade books, and hundreds of articles for a variety of B2B and B2C brands, the book shows readers a step-by-step approach to create content designed to deliver business results. *Brand, Meet Story* explains the key ways to uncover what your audience cares about and how to turn brand messaging into stories that matter. Levy inspires readers to develop a compelling voice that will carry the brand tone and values across all channels, and helps them turn their ideas into engaging, story-driven content their audiences will read, love, and share.

If you don't have a differentiated brand story, it's nearly impossible to break through today's clutter. Need some advice on how to build a strategy that will work? Read this book...twice even. You won't regret it. - Joe Pulizzi, founder, Content Marketing Institute and author of four books including *Content Inc.* and *Epic Content Marketing*. A powerful blend of practical advice and insightful examples, *Brand, Meet Story* provides PR, marketing and agency professionals with a useful guide for creating compelling, actionable and sharable content for the digital age. - Andrew Spender, Group Vice President, Corporate Communications, Gartner In *Brand, Meet Story*, Heather Pemberton Levy explains not only why it's essential for brands to use stories in their marketing but gives us a foolproof tool for building them. Her concepts transcend B2C and B2B worlds and illustrate how through the magic of thoughtful storytelling, brands can differentiate themselves and create intimate customer relationships. - Kathleen Delaney, CMO, Vistage International For those looking to demystify content marketing look no further. In "*Brand, Meet Story*," Heather Pemberton Levy "shows versus tells" you how to engage with customers and important audiences in a way that's memorable, fun and effective. An entertaining and educational read for the accomplished content marketer as well as the wannabe. - JB King, Founder Principal, JB King Communications, former Global Head of Content, Marsh McLennan In her short, value-packed book, Heather Pemberton Levy generously shares her proven storytelling and content-creation method that grows your brand's awareness, generates leads and influences your audience. A must read if you want to stand out from the noise and do business with heart. - Fabienne Fredrickson, founder of Boldheart Academy for Entrepreneurs and Boldheart.com About the Author Heather Pemberton Levy is a strategic content marketing expert who has written hundreds of articles and produced over twenty books for major business publishers including Harvard Business Press, Bibliomotion, McGraw-Hill, and John Wiley Sons. Her work has appeared in Wall Street Journal, CIO Journal, HBR.org, Financial Times, Smarter With Gartner, and her own blogs, Mommy Truths and Story Comes First. She is currently Vice President, Content Publishing at Gartner, the global IT research and advisory firm, where she leads editorial creation and publishing for the company's branded content platform, Smarter With Gartner, as well as trade books and internal communications. Prior to this role, Heather was co-founder of The Levy Group and Story Comes First, where she led content marketing programs and content development for large, mid-size, and startup B2B and B2C clients. Heather began her career as a technology journalist and appeared on CBS News Up to the Minute as a regular on-air contributor on technology trends. She lives in Connecticut with her family and is actively involved in the community where she uses stories in programs at her children's schools and to promote the local farmers market and charitable organizations.