

# MASTERCLASS

## How To Tell Your Origin Story And Increase Demand for Your Products and Services

with Jayne Gallagher and Helen Johnston of Honey & Fox

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## The HerBusiness Growth Zones®



Masterclass: How To Tell Your Origin Story and Increase Demand for Your Products and Services

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## Today's HerBusiness Growth Zone®



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## What you'll learn:

- Why stories are important and how they work to increased demand
- Where to find your origin stories
- How to create a compelling narrative

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## Honey & Fox



Jayne Gallagher



Helen Johnston

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## Some of our Customers



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## What get's us up in the morning?



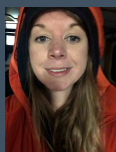
Honey & Fox

Working with fishers, farmers and boutique food and beverage manufacturers to find and grow profitable markets by unlocking the power of provenance stories

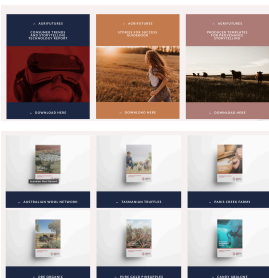
We are all about Provenance, Authenticity and Branding



## What get's us up in the morning?



## Provenance Storytelling



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How stories work

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Close your eyes...

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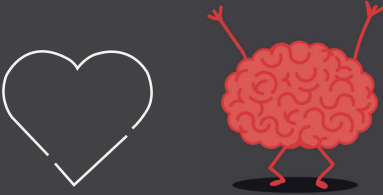

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"Our brains are wired to understand and retain stories"

- Jennifer Aaker, Stanford

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## Your customer is at the centre

The modern consumer

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## Finding your stories

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## Why, Where, What & How

<p><b>People</b></p> <p><i>Key people in your business</i></p>	<p><b>Place</b></p> <p><i>Connection to the place &amp; environment</i></p>
<p><b>Product</b></p> <p><i>Talk about your features, benefits and value</i></p>	<p><b>Process</b></p> <p><i>What you do to produce or make the product</i></p>

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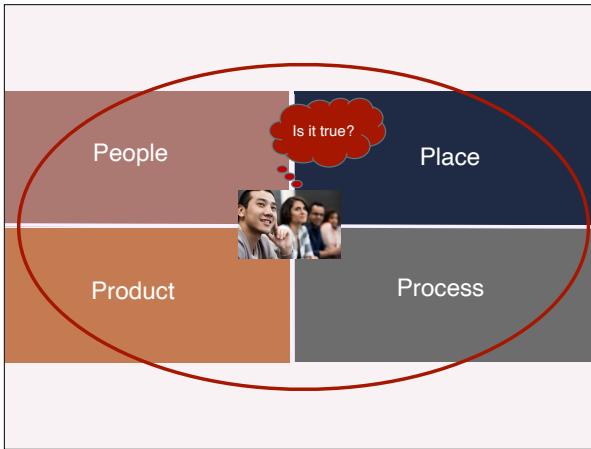
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### Three easy ways you can add proof to your story

1. Social Proof
2. Certifications/Endorsements
3. Provenance/Authenticity Technologies

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## Creating the Narrative

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## The Goldilocks Approach

1. AAA
2. DHY
3. ABT



Source: Houston, We Have a Narrative by Randy Olson

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## And And And .....

- And is a great way to start a narrative – it helps to set the scene, establish the facts.
- If the narrative does not move on from setting the facts and there is no tension or conflict created then there is nowhere for the story to go.
- It can definitely engage an audience but after a while it could (often does) get a bit boring, audiences (your customers) won't feel the need to take action.
- We see this a lot in businesses where customers are provided with a long list of product features. That alone will not get them to buy from you.

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## Despite However Yet.....

- Has its place – particularly in scientific and technical arenas where experts are debating an issue or a set of discoveries that are seemingly at odds
- For a general audience and for customers and potential customers it can become information overload and confusing.
- When then happens they are loathe to take action – they won't make a decision.

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## And But Therefore

**And** is a word of agreement and positivity. It is a way of connecting facts and starting the story without conflict or emotion

**But** is a word of contradiction and denial. It changes the direction of the story – it creates tension or even conflict. A story is not a story without some sort of conflict that needs to be resolved

**Therefore** is a word of consequence or effect. It is a time word. It pulls things together and moves the narrative along.

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## How does this work in practice?

- A** Helen and I are very different but we share a passion – connecting people with where their food comes from. The 7 figure business that we have today is the direct result of a conversation that we had almost exactly 7 years ago. A clear March morning in Adelaide where the company we worked for at the time was located. Helen lived in Hobart and I lived in Brisbane with everyone else based in Adelaide. We were working together on helping Australia's wild Abalone and Rock Lobster industries to discover what their market wanted and then help them to deliver it. So we spent quite a bit of time together travelling and we really loved what we were doing.
- B** But the company we worked for was closing – funding had run out. So we were job hunting. Worried about where the money was going to come from. I remember going to an interview and just getting this feeling of dread in the pit of my stomach. It wasn't what I wanted to do! I wanted to keep doing what I was doing. I could see there was a need for it – people wanted it. I knew that if I wanted to keep doing what I love then I would have to start my own business – which in my mid fifties was a very scary thought! But I also knew that I didn't want to, and in fact couldn't do it alone.
- T** So a over dawn video shoot, a breakfast in a pub in Adelaide's bayside followed by a long walk along a beach and a flight to China Helen and I hatched our plans for Honey & Fox. Three months later in June 2015 our company was born and we took a leap of faith! Our last day at our previous company was 30 June 2015 and we opened for business on the 1<sup>st</sup> of July. The phone rang with our first client at 9.00am and pretty much hasn't stopped since

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“Your brand is your story unfolding across all customer touchpoints”

Jonah Sachs

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# Tasmanian Truffles



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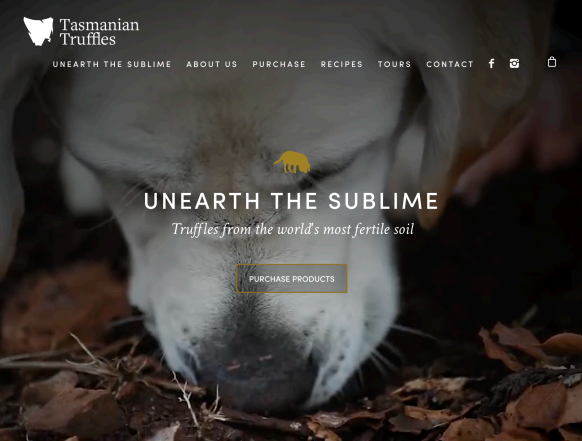
Tasmanian Truffles

UNEARTH THE SUBLIME ABOUT US PURCHASE RECIPES TOURS CONTACT f i

## UNEARTH THE SUBLIME

*Truffles from the world's most fertile soil*

PURCHASE PRODUCTS



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## So now you know.....

- Why stories are important and how they work to increase demand
- Where to find your origin stories
- How to create a memorable narrative

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# QUESTIONS



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[www.honeyandfox.com/storytelling](http://www.honeyandfox.com/storytelling)

Register your interest in our Storytelling Course

Name:

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Company Name:

Location:

Register for updates?

Code: HB2022

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## Contact Us

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## Thank You



Jayne Gallagher



Helen Johnston

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