

Judi Ketteler -  
Using Storytelling to Talk About Your Art

# Using Storytelling to Talk About Your Art

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## Your story is your best thing!




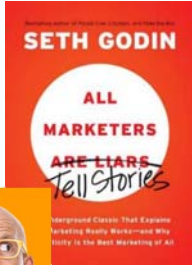
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## You are a marketer, too.

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“Stories are shortcuts we use because we’re too overwhelmed by data to discover all the details.”

-- Seth Godin



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judi@judiketteler.com

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### Why share your story?

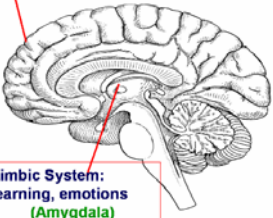
- Get attention
- Forge connection
- Provide context



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### Logic vs. gut

Frontal Cortex:  
decision-making, self-control



Limbic System:  
learning, emotions  
(Amygdala)

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### The facts . . .

- 20 years as a professional writer.
- Fortune 500 companies, CEOs, small business owners, agencies.
- Bylines in dozens of major consumer magazines.
- Author of 2 books.
- Taught college composition and have a graduate degree in English.

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### Who struggles with talking about what they do in a simple, concise way?

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**An elevator pitch (30 seconds):**

1. Inspires.
2. Explains.
3. Includes key details that matter to that particular audience.
4. Includes a call to action.

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**Inspire: Talk from your big WHY**

“People don’t buy *what* you do. They buy *why* you do it.”  
— Simon Sinek, author of *Start With Why*

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**Explain: Craft a concise summary**

- 1 – 2 sentences of pure clarity
- The best version of what you do
- No jargon
- Why + what + how formula
- “I help people connect by figuring out what story to tell, and how to tell it—usually through helping them write web site copy, articles, speeches, video scripts, or other marketing pieces.”

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**What details matter to your audience?**

- How do you make people feel?
- Where do you fit in the market?
- How will you help promote/sell it?
- Who else is on board?
- What are your capital needs?
- Always answer: *What’s in it for me?*

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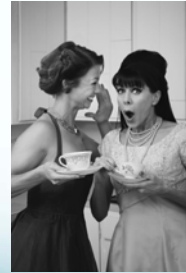
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### What's your call to action?

Communicate your intention: What do you want the person to do after they hear your elevator pitch?

- Be inspired to see more.
- Learn about pricing.
- Exchange contact information with you.
- Check out your web site/join list.



**What will make  
someone want to  
spread your story?**

**Who struggles with writing  
an artist's statement?**

### Center around one key idea



**Who applies for grants  
or writes proposals?**

### A good story is:

- True
- Relatable
- Appropriate



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### Quick story formula

I saw that \_\_\_\_\_ [*the problem*],  
SO . . . I \_\_\_\_\_ [*action you took*],  
AND NOW . . . \_\_\_\_\_ [*solution you provide*].



### Answer: Why you?

- Why THIS work? What about you made you choose this?
- OR, why did this work choose you?
- What would make an investor or a funding organization want to support you?
- What are you bringing from your career background? (A positive or a negative experience: both are equally powerful.)
- What word/phrase do you want them to write down about you?



### Giveaway!

**\*\$20 Plaza Art gift card**

**\* You will be added to my blog email list, but you can unsubscribe at any time.**



### Let's stay connected!

Drop me a line!  
[judi@judiketteler.com](mailto:judi@judiketteler.com)  
[@judiketteler](https://www.instagram.com/judiketteler)



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