Let’s talk about…

The power of storytelling

with founder and CEO of Allegory Agency, Emma Thwaites.

Watch our ‘Let’s talk about …’ videos for tips and insights to help you grow your business in the digital world.

Tip 1: Visualise your audience persona
You should always have one person in mind and think about them when you shape your communications.

Tip 2: Use simple words and avoid jargon
People might not have the same level of technical expertise as you do. And English may not be their first language so keep things very simple.

Tip 3: Test different messaging online
There are lots of ways to experiment. Try different things and approaches, and keep track of which ones work and which ones don’t.

Tip 4: Start with your business goals
Don’t forget, your communication strategy is there to help you hit your business goals. When you’re designing it, always start with them.

Tip 5: Seek out unbiased opinions
Don’t rely solely on the opinions of friends and family. Find people with no investment in you. Put your words in front of them and listen to what they say.

Tip 6: Be authentic
Successful entrepreneurs talk about their story in a way that’s human and connects with people. Don’t be afraid to tell your personal story.

“When we meet new people, we all tell stories about ourselves. The problem is, people think it’s too informal in business. But that’s the way we make a connection.”

Emma Thwaites

Learn more from Emma at bt.com/skillsfortomorrow/work-life