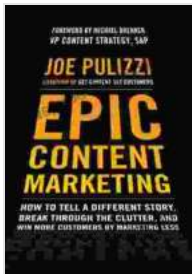


# How to Tell Different Story: Break Through the Clutter and Win More Customers

In a world where we are bombarded with information from all sides, it's more important than ever to be able to tell stories that stand out from the noise. Stories that are different, engaging, and memorable.



## Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less by Joe Pulizzi

★★★★☆ 4.6 out of 5

Language : English  
File size : 24432 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 353 pages



But how do you do that? How do you tell stories that break through the clutter and win more customers?

In his book, How to Tell Different Story, author Jonathan Gottschall provides a practical framework for telling stories that are different, engaging, and memorable.

Gottschall argues that the key to telling different stories is to focus on the following four elements:

1. **Surprise:** Stories that surprise us are more memorable than stories that we can predict.
2. **Emotion:** Stories that evoke emotions are more powerful than stories that are simply informative.
3. **Conflict:** Stories that have conflict are more engaging than stories that are conflict-free.
4. **Resolution:** Stories that have a resolution are more satisfying than stories that end abruptly.

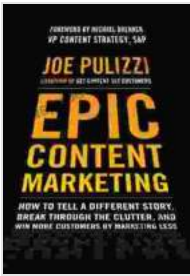
Gottschall also provides a number of helpful tips for telling different stories, including:

- **Use unexpected characters:** The most memorable stories often feature characters that we would not expect to see in a particular setting.
- **Use unusual settings:** Stories that are set in unexpected places are more likely to capture our attention.
- **Use a different perspective:** Telling a story from a different perspective can make it more interesting and engaging.
- **Use humor:** Humor can be a powerful tool for storytelling, but it should be used sparingly and with caution.

If you want to learn how to tell stories that break through the clutter and win more customers, I highly recommend reading *How to Tell Different Story*.

## **About the Author**

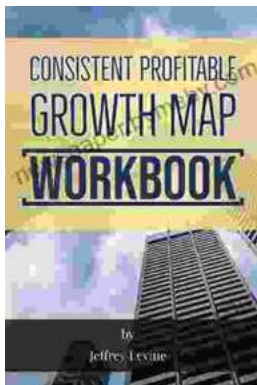
Jonathan Gottschall is an author and professor of English at Washington and Jefferson College. He is the author of several books on storytelling, including How to Tell Different Story and The Storytelling Animal. His work has been featured in The New York Times, The Wall Street Journal, and The Washington Post.



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