

# The Power of Story: How to Create Radically Clear Product Marketing

With Kevin Krusiewicz



Pragmatic Marketing



Kevin Krusiewicz  
Founder + Producer  
Tell and Train



# about us



Experts in technology product management and product marketing

Specialize in training

Trained hundreds of thousands of people at thousands of companies since 1993



# The Power of Story: How to Create Radically Clear Product Marketing

**Kevin Krusiewicz**

Founder + Producer



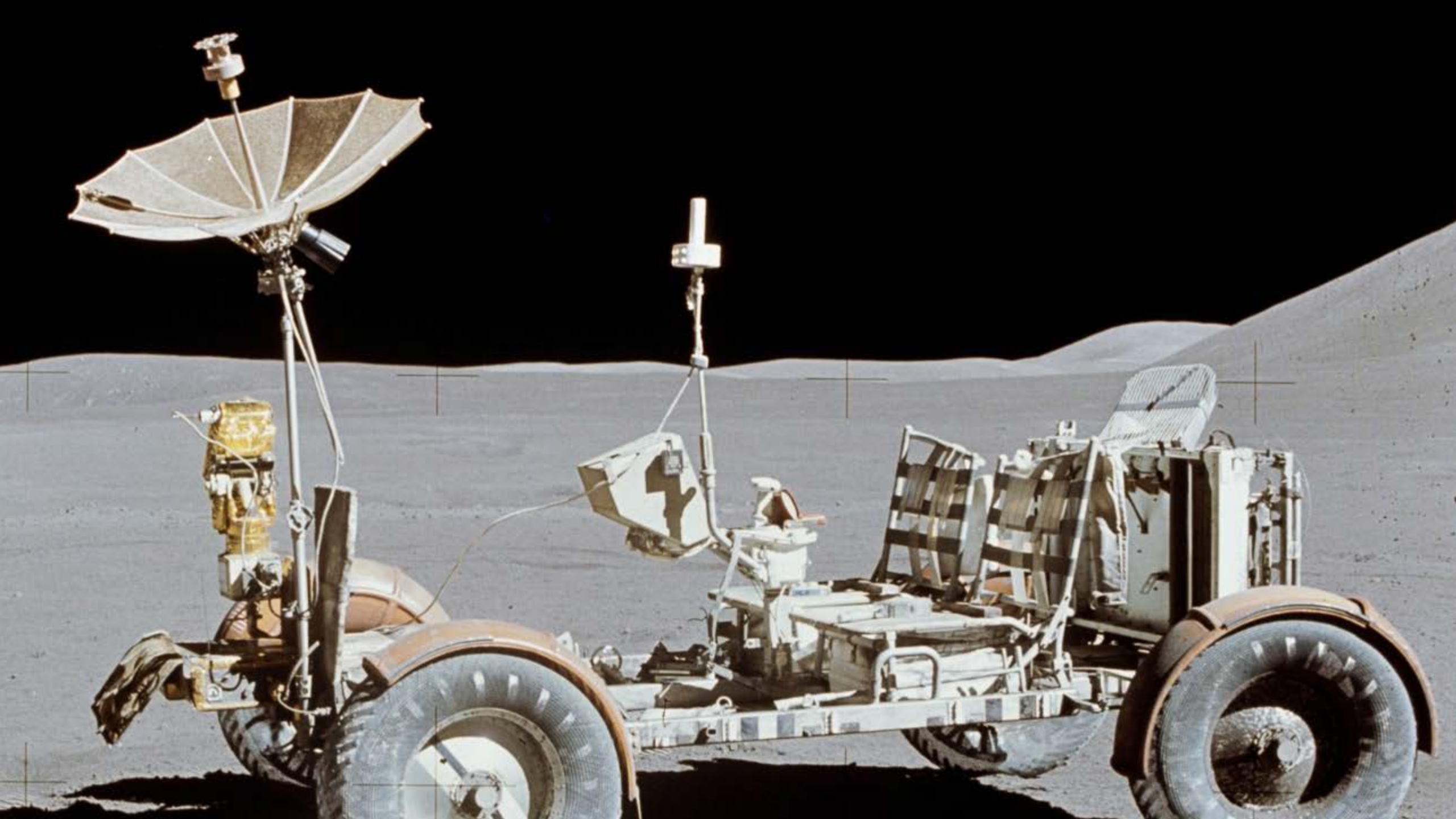












A Mars rover is shown on a red planet surface. The rover has a large, white, umbrella-like antenna on its left side. The background shows a hazy, reddish landscape under a dark sky. The entire image has a red color overlay.

**70-90% of products fail**









**10,000+ brand messages per day**





**Wah Wah  
Wah Wah  
Wah Wah**





Wah Wah  
Wah Wah  
Wah Wah

**This is frustrating!**









**That just ain't right!**



**Wah Wah  
Wah Wah  
Wah Wah**



# The human brain has two primary goals:

## 1. Survive and thrive





# The human brain has two primary goals:

1. Survive and/or thrive
2. Conserve calories (reduce cognitive load)











***What does the product do?***







**Stop the #BrainHurt**







# The Power of Story







# **A Hero's Transformation**



A Hero ...



**... On a Mission ...**





# A Hero on a Mission ...



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SCHEDULE CONSULTATION

HOME SERVICES TECHNOLOGY BLOG FREIGHT INSTITUTE COMPANY

Get greater control and better visibility into your shipping and spend processes

transportation management services and the Cerasis Rater TMS

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... Thwarted by Problems ...





# ... Thwarted by Problems ...



**Difficult situations**

**Powerful emotions**

**Limiting beliefs**

**Evil/injustice**

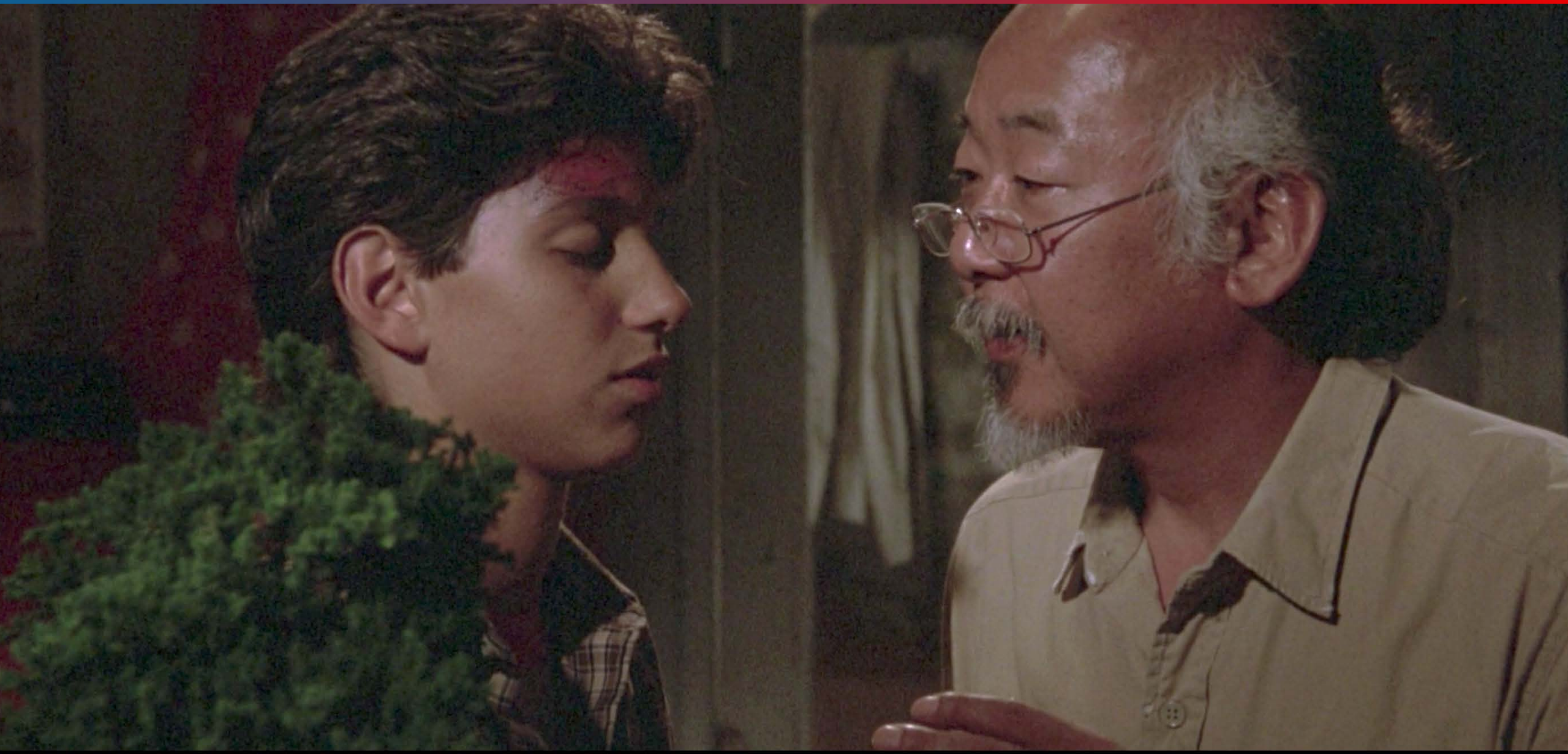
**An enemy**

# Where does our company/product fit in?





**... Befriended by a Trusted Mentor ...**



# ... Befriended by a Trusted Mentor ...

**Compassion:** *We understand that freight procurement can be tricky and time consuming, and you're under a lot of pressure to reduce overall costs and provide data visibility to your leadership. At Cerasis, we believe you should be able source dependable carriers without spending too much time and money, and easily provide reports to your leaders.*



**... Befriended by a Trusted Mentor ...**



# ... Befriended by a Trusted Mentor ...

***Credibility: That's why we've helped thousands of shippers with over-the-road transportation management technology and services for over two decades.***



**... Befriended by a Trusted Mentor ...**



# ... Befriended by a Trusted Mentor ...

## ***Certainty:***

- We will always give you 100% transparency with pricing
- We will always communicate with you in a timely manner through Your Shipper Account Team.
- You will always maintain control of your carrier relationships
- We will always advocate for freight terms in your best interest
- We will always scale with you as you grow, no matter how many users and locations you may have
- We will never outsource our TMS, so we are not beholden to the whims or idiosyncrasies of other TMS providers
- We will always check and personally review freight invoices for accuracy
- We will be available to help you 24/7365
- We will handle all your freight claims process, beginning to end.



... Who Shows Him How to Overcome ...



# ... Who Shows Him How to Overcome ...

1

## SCHEDULE

Schedule a free consultation so we can understand your unique situation

2

## GENERATE

Generate your free Shipper Cost Analysis Report

3

## RECEIVE

Receive your Shipping Efficiency Blueprint

4

## ENABLEMENT

Get white glove onboarding and enablement so you can succeed with the Cerasis Rater TMS

5

## REGAIN

Regain control of your shipping, save time and save money



... And Challenges Him ...



# ... And Challenges Him ...

your shipping and spend process

Reduce your shipping exceptions by XX% through our over-the-transportation management services and the Cerasis Rater TM

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[REQUEST A DEMO](#)

Download our ebook to learn how to shift from tactical to strategic logistics and transportation management to create a competitive advantage

[DOWNLOAD EBOOK NOW](#)



... To Reject Failure ...



# ... To Reject Failure ...

## Signs That Poor Shipping Practices Are Costing You

- ✘ Your shipping data is fragmented and tracking is a nightmare
- ✘ Freight arrives poorly packaged or damaged
- ✘ You're losing customers, vendors and/or revenue
- ✘ It's too hard and time consuming to find reliable carriers
- ✘ It's too hard to understand your overall transportation footprint spend in order to manage budgets



Download our ebook to learn how to shift from tactical to strategic logistics and transportation management to create a competitive advantage

[DOWNLOAD EBOOK NOW](#)





# ... And Fight to Accomplish His Mission





# ... And Fight to Accomplish His Mission

SCHEDULE CONSULTATION

HOME SERVICES TECHNOLOGY BLOG FREIGHT INSTITUTE COMPANY

## Get greater control and better visibility into your shipping and spend processes

Reduce your shipping exceptions by XX% through our over-the-road transportation management services and the Cerasis Rater TMS

SCHEDULE CONSULTATION

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### Take Control

Know where your inbound and outbound shipments are at all times



### Save Time

Leave the time consuming task of finding the right carrier to us



### Reduce Costs

Fewer shipping exceptions saves money so you can do more with less



... Resulting in The Hero's Transformation



# A Hero's Transformation



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### Take Control

Know where your inbound and outbound



### Save Time

Leave the time consuming task of finding



### Reduce Costs

Fewer shipping exceptions saves money



## **A Story Is ...**

- 1. A hero**
- 2. On a mission**
- 3. Thwarted by problems**
- 4. Befriended by a trusted mentor**
- 5. Who shows the hero how to overcome**
- 6. And challenges the hero**
- 7. To reject failure**
- 8. And fight on to accomplish the mission**
- 9. Resulting in the hero's transformation**

# A Hero's Transformation

[SOLUTION](#)[ABOUT](#)[SECURITY](#)[BLOG](#)[FREE TRIAL](#)

## The First Collaborative Litigation Management Platform That Gives Corporate Legal Departments Centralized Control Of All Of Their Cases

Vector frees attorneys from relying on calls, emails, memos, and spreadsheets to manage cases.

[BOOK A DEMO](#)[LEARN MORE](#)





# IMPLEMENTING STORY AT YOUR COMPANY

**Do It Yourself**



# IMPLEMENTING STORY AT YOUR COMPANY

## Do It Yourself

1. Visit [TELLandTRAIN.com/Story-Message-Map](https://www.tellandtrain.com/story-message-map)

**TELL AND TRAIN**  
TELL YOUR STORY. THANK YOUR PEOPLE.

### Story Message Map

For a single persona or target audience, answer the questions in the spaces provided.

**1 A Hero**  
Who is our target audience?  
Identify relevant demographical information including professional title, function, company, role in purchasing, age, religion, gender, family size, ethnicity, income, and education, etc.  
Identify relevant psychographic information such as the hero's personality traits, values, attitudes, interests, and lifestyles, etc.

**2 On a Mission**  
In the context of our product or service, what big picture outcomes does the Hero need or want? What are they after?

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1/2

# IMPLEMENTING STORY AT YOUR COMPANY

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2. Complete it with your team using an outside-in approach. (Your opinion, although interesting is irrelevant)

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1/5  
1/2



# IMPLEMENTING STORY AT YOUR COMPANY

## Do It Yourself

1. Visit [TELLandTRAIN.com/Story-Message-Map](https://www.tellandtrain.com/Story-Message-Map)
2. Complete it with your team using an outside-in approach. (Your opinion, although interesting is irrelevant)
3. Tell your story everywhere: elevator pitches, ads, website/landing/product pages, email, social, collateral, etc.

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# Curse of knowledge

From Wikipedia, the free encyclopedia

The **curse of knowledge** is a [cognitive bias](#) that occurs when an individual, communicating with other individuals, unknowingly assumes that the others have the background to understand.<sup>[1]</sup> For example, in a classroom setting, teachers have difficulty teaching novices because they cannot put themselves in the position of the student. A brilliant professor might no longer remember the difficulties that a young student encounters when learning a new subject. This curse of knowledge also explains the danger behind thinking about student learning based on what appears best to faculty members, as opposed to what has been verified with students.<sup>[2]</sup>

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## History of concept [\[edit\]](#)

The term "curse of knowledge" was coined in the *Journal of Political Economy* by economists [Colin Camerer](#), [George Loewenstein](#), and [Martin Weber](#). The aim of their research was to counter the "conventional assumptions in such (economic) analyses of asymmetric information in that better-informed agents can accurately anticipate the judgement of less-informed agents".<sup>[3]</sup>

Such research drew from [Baruch Fischhoff](#)'s work in 1975 surrounding [hindsight bias](#), a cognitive bias that knowing the outcome of a certain





# IMPLEMENTING STORY AT YOUR COMPANY

## GUIDED WORKSHOP

[TELLandTRAiN.com/workshop](https://TELLandTRAiN.com/workshop)

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[@pragmaticmktg](https://www.instagram.com/pragmaticmktg)



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949.639.9525



# Thank You for attending!

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Join us for next month's webinar:

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## NIHITO Principles in Action

Strategies for Conducting  
Systematic Buyer and User  
Interviews



<b>JAN</b> Distribution Strategy	<b>FEB</b> Channel Training	<b>MAR</b> Use Scenarios
<b>APR</b> Market Definition	<b>MAY</b> Personas	<b>JUN</b> Positioning
<b>JULY</b> Programs	<b>AUG</b> Buy, Build or Partner	<b>SEP</b> Awareness
<b>OCT</b> Measurement	<b>NOV</b> Buying Experiences	<b>DEC</b> Business Plan