

WORK SAMPLE: EMAIL COPY

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Subject Line A: **Register now for Story University**
Subject Line B: **Storytelling intensive in SF and NYC**

Dear [First Name],

(Skip ahead: Registration is now open for Story University.)

When you became an entrepreneur, you got really good at doing everything. Over time, though, it took a toll. Maybe like me, you learned the hard way that nobody can do it all.

I was in my 20s. I was a naïve (and okay, somewhat arrogant) social entrepreneur raising capital for an organization I founded. When I walked into a pitch, I thought everyone in the room should immediately care about what I cared about.

This. Never. Worked.

My pitch conversations fell flat. My agenda was so strong, so up-in-everybody's-grill, that it road-blocked me from making a real connection with others and from discovering what *they* cared about. I didn't have my *internal* story straight, much less the story I shared with others.

It wasn't until I walked into a workshop with Paul Costello at the Center for Narrative Studies in 2003 that I found my community. He was speaking about organizational storytelling, and in that moment, my life changed. *I got it.* I knew I had found my home.

It was only within a *community* that I was able to transform my own story, to rewrite the script on issues that were keeping me stuck. To get clear on what I wanted to share with the world, and why.

I now invite you to do the same.

What does it mean to “get your story straight?”

Most of us are lost in our own story. Maybe you're trying to convey a vision or brand that's so big, so unprecedented, so potent, that others just can't put their finger on it. Or you're so darn close to the idea, the product, the cause you care about that you get stumped on how to talk about it smartly and succinctly.

Here's a loving hint: if you can't find yourself in the story, neither will the people you have to wrangle to get buy-in and alignment.

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Introducing Story University...

**An Immersive Storytelling Workshop for Visionary Leaders,
Innovators, Change-Makers and Entrepreneurs
San Francisco Bay Area: May 17-18th or New York City: June 28-29th**

Story University: Level 1 is a pathway for getting your story straight, inside and out—one you can apply directly to your brand, your business or your personal platform. [Learn more here.](#)

If you've been interested in storytelling from the sidelines and are ready to go deeper, Story University is for you.

Are you interested in learning...?

- How to translate complex ideas into an easy-to-digest elevator speech or sound bites?
- How to tell your personal story and the story of your start-up, product or big idea?
- How to build an emotional connection with your audience and make true believers of your audience, investors or customers?

We understand your business challenges and issues. At StoryU, you'll gain lots of practical tools that we regularly share with corporate CEOs, CMOs, and the social change-makers behind iconic brands.

We're offering two live weekend storytelling immersions, one on each coast: San Francisco Bay Area on May 17-18th and New York City on June 28-29th.

These are the *only* dates we'll be teaching this spring. Here's your chance to get in early to the party.

Our curriculum goes online this fall, but YOU have a unique opportunity to be an early adopter - to study with me, in person, at a huge discount. We're only going to do this once. And you'll receive lots of bonuses and benefits – including plenty of world-class chocolates (to inspire your storytelling, of course).

[Find out all about StoryU here.](#)

Space is limited so don't wait to sign up. We only have room for 100 participants in each city.

Get ready to go deep and have a rollicking good time!

Hope to see you there.

Michael