

The Best Story Has *YET* to Be Told About Your Product... *Until Now*

DOWNLOAD NOW: Hopefully You're NOT Making These [11 PR/Marcom Mistakes](#)

Let's Get *YOUR* Story Told Right!

Humans are naturally wired for story. That's why stories sell. It's as simple as that.

When choosing communication professionals/consultants, make sure they're trained in the art and science of storytelling. That's the *only* way to truly infuse your PR/marcom with **the superpower of storytelling.**



Then, *and only then*, will all your communications to all your stakeholders be **more attention-getting, engaging and persuasive.**

With the superpower of storytelling at your disposal, your communications and promotions will **SIZZLE** instead of *FIZZLE*. That, coupled with **the power of AI**, are the keys for generating optimal results for your product/service, and for your business.

We'll Give You 3 Competitive Advantages By...

1. Transforming your message from *noise* to **noticeable**.
2. Clearly defining and articulating your key points of differentiation.
3. Creating more *engaged employees* and more *customer evangelists*.

What's the best story to be told about your product and company? Using the list on the right, check off the items where you need help, save this PDF, and then email it to: engage@AuthenticityPR.com

The AuthenticityPR Leadership Team



Jeff Pizzino, APR

Dear CEO,

You'll LOVE having a personal CCO. Now you'll sleep good at night knowing all your communications are engaging your stakeholders and keeping your company and reputation safe. [BIO](#)



Letica Follett Pizzino

As a professional storyteller who understands the science of story, I'll help you harness the great potential and power of story for your company to better connect, empower, uplift, inspire, teach, change, heal — and ultimately make it more profitable. [BIO](#)



Rick Episcopo

Have you: Harnessed AI's power? Analyzed your SEO's effectiveness? Maximized your online ads' ROI? Coached up your executive or sales teams? Reviewed your strategic planning, JVs, etc? If not, then I'm your guy. [BIO](#)

Check Off What You Need:

Storytelling

- ☐ Corporate storytelling training
- ☐ Customer success stories
- ☐ Origin story, values story, etc.

AI

- ☐ AI training/consulting
- ☐ ChatGPT prompt writing

Corporate Communications

- ☐ Corporate culture consulting
- ☐ Editing/proofreading
- ☐ Mission/vision statements
- ☐ Pitch decks
- ☐ SEO analysis
- ☐ Video scripting/production

Public Relations

- ☐ Award submissions
- ☐ Chief comms. officer (fractional)
- ☐ Consumer/trade press relations
- ☐ Copywriting (PR/advertising)
- ☐ Crisis communications
- ☐ Customer/employee relations
- ☐ Investor relations
- ☐ Newsletters
- ☐ Press clips (of YOU in the news)
- ☐ Press releases | press relations
- ☐ Reputation management
- ☐ Speaking engagements

Advertising/Marketing

- ☐ Branded apparel
- ☐ Email campaigns
- ☐ Facebook/Instagram ads
- ☐ Marketing collateral
- ☐ Taglines
- ☐ Trade show support
- ☐ Website content

Graphic Design

- ☐ Business cards, flyers, etc.
- ☐ Typesetting

Social Media

- ☐ Blogging, etc.
- ☐ YouTube channel optimization



AuthenticityPR

480.606.8292 | engage@AuthenticityPR.com

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