



VIRTUAL
INGENUITY, LLC

How to Sell More by Saying Yes with the ABT Narrative Framework

Show Notes

In this captivating podcast episode, we delve into the world of storytelling and its profound effect on your business's success. Join us as we explore the art of crafting compelling narratives that can make all the difference in gaining more clients.

Our host, Claudine Land, Business Strategist of Virtual Ingenuity, LLC, and guest, Park Howell, founder of The Business of Story, share invaluable insights on how to quickly clarify your brand's story and harness the power of storytelling to amplify your impact.

Tune in to discover practical tips and strategies that will elevate your storytelling prowess, empowering you to leave a lasting impression on your audience. Whether you're a seasoned entrepreneur or just starting, this episode will equip you with the tools you need to excel through the stories you tell and achieve remarkable results for your business. Don't miss out on this enriching discussion that's sure to take your storytelling game to the next level!

Park is a 35+ year veteran of the brand marketing game, ran his own agency, Park&Co, for 20 years, and began teaching leadership storytelling 15 years ago. He spent five years as an adjunct storytelling professor for Arizona State University's Executive Master for Sustainability Leadership program. He now consults, teaches, coaches and speaks internationally helping leaders like you excel through the stories you tell. His popular Business of Story podcast, which Feedspot named the #1 business storytelling podcast for 2022, is ranked among the top 10% of downloaded podcasts in the world.

Discover how the "And, But, Therefore" (ABT) framework, which comprises elements of agreement, contradiction, and consequence, can be effectively integrated into both your professional and personal endeavors to attract a wider clientele base.

Listen as we discuss:

- What is the ABT framework and how and why does it work?
- How are sales and marketing professionals using the ABT in their brand communications?
- Is the ABT brand new or has it been around for a while and if so where?
- It seems so simple – it's just three words – does it really work?
- What's the Return on Investment (ROI) of the ABT?
- Where can I learn how to craft and apply ABTs to dramatically grow my revenue?

We close by asking Park if our listeners could have one take-a-away from what we talked about today, what is that one takeaway, and what is the one piece of advice he wished someone had given him when starting his business.

Learn more about The Business of Story:

- Website: <https://businessofstory.com/>
- LinkedIn: [Linkedin.com/in/ParkHowell](https://www.linkedin.com/in/ParkHowell)
- Facebook: [Facebook.com/Park.Howell](https://www.facebook.com/Park.Howell)
- Instagram: [Instagram.com/ParkHowell](https://www.instagram.com/ParkHowell)
- Twitter: [Twitter.com/ParkHowell](https://twitter.com/ParkHowell)
- YouTube: [YouTube/BusinessOfStory](https://www.youtube.com/channel/UCBusinessOfStory)

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- Apple Podcast: <https://podcasts.apple.com/us/podcast/the-virtual-ingenuity-business-podcast/id1644909518>
- Spotify: <https://open.spotify.com/show/43s0aubuQOxnjXoqqAnjlp>

Be sure to visit Virtual Ingenuity, LLC at: <https://virtualingenuityllc.com>

Virtual Ingenuity, LLC provides optimized marketing, brand consulting, and strategic planning to boost your company's visibility, productivity, and growth.

Thank you for listening. Let's impact together!
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