

What makes a
story compelling?



THE PR COMPANY

We help you say the right things,
to the right people, at the right time

Single-minded
proposition



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Nobody wants to
read your sh*t



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The 6th W



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People: Put 'em at
the centre



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Dignity before
drama



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Keep it simple



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**Facts tell:
Stories sell**



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**The audience
and the ask**



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The BRACES Theory

- Believable
- Relevant
- Actionable
- Compelling
- Emotional
- Simple



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