



The EntreArchitect™ Community **ANNUAL MEETING**

The Business Conference for Small Firm Entrepreneur Architects

Nashville, Tennessee • October 23 - 25, 2024

Gaylord Opryland Resort & Convention Center

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Grow Your Business Through Storytelling

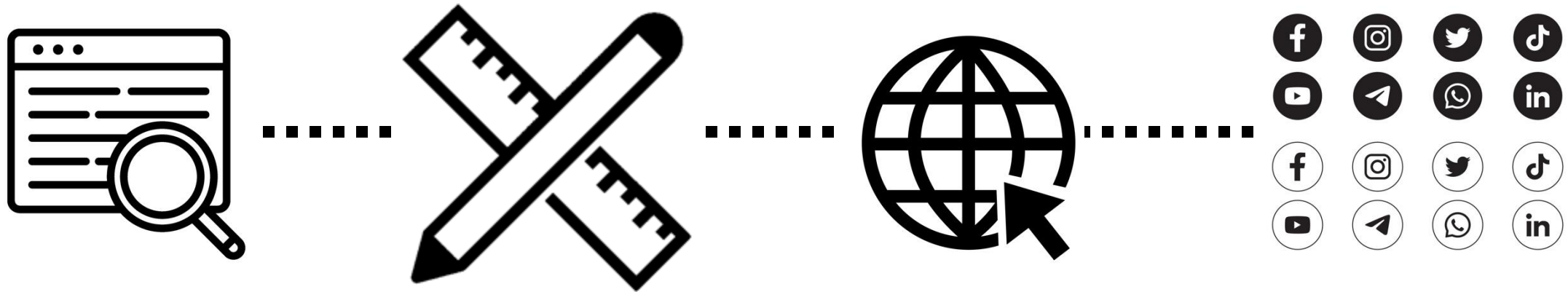
Dimitrius Lynch & Randy
Wilburn



Introduction: Why Storytelling Matters

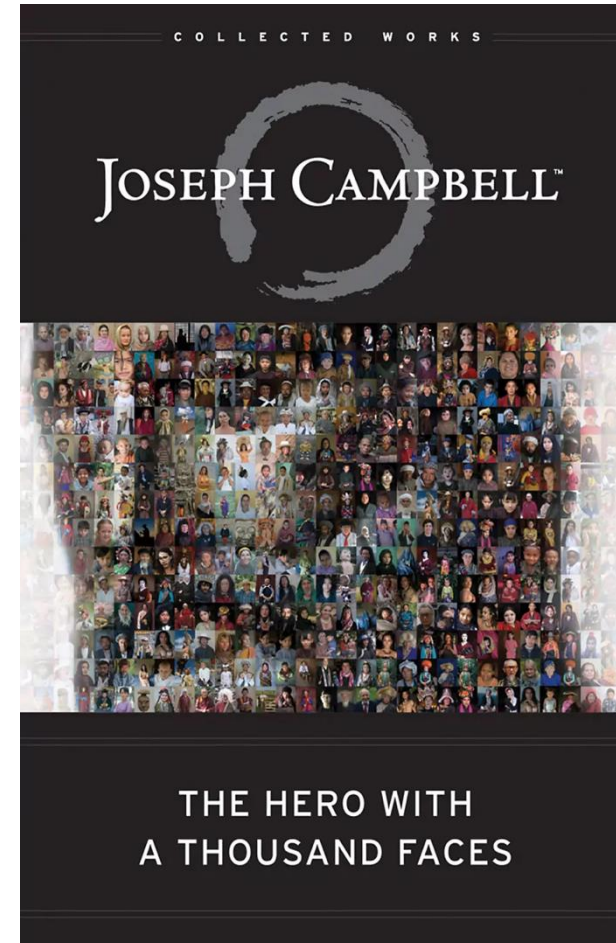
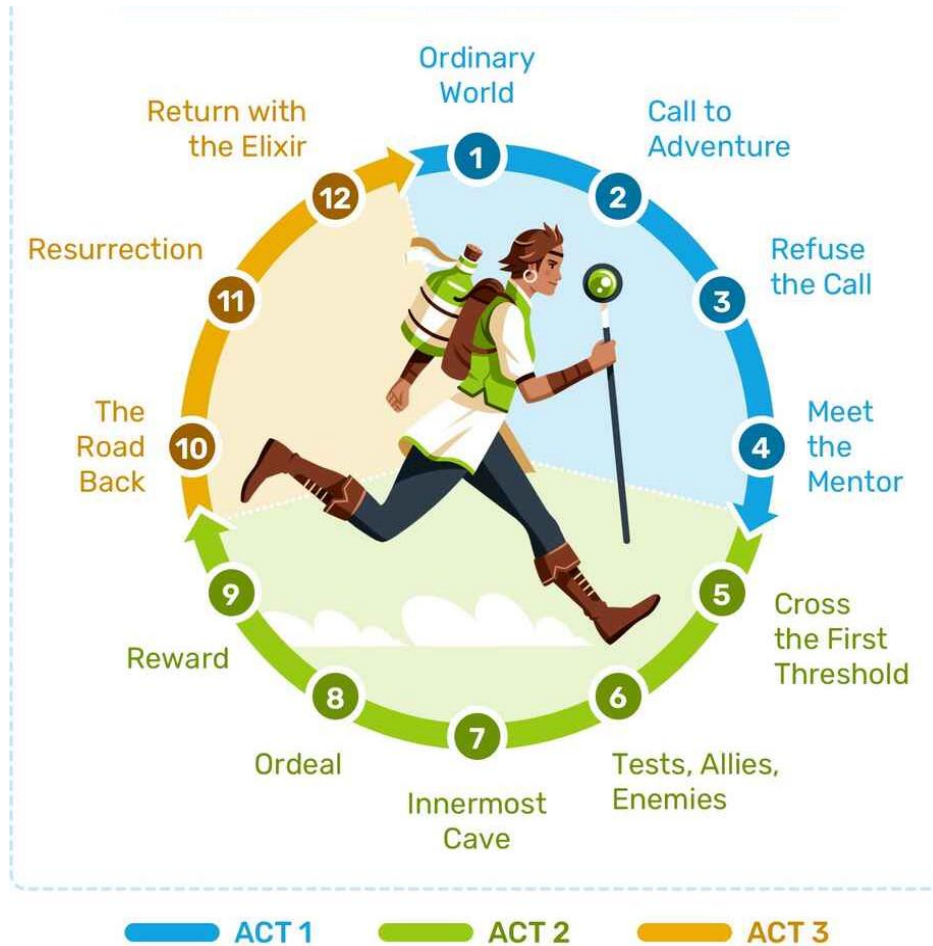
- Traditional Marketing
- Recurring Problem
- Realization
- “You just have to draw a pretty picture.”

The Power of Storytelling: Transforming Perception



From Commodity to Essential Partner

The Hero's Journey : An Overview



Architecture as a Hero's Journey





Case Study: Residential Transformation



Case Study: Community Library



Practical Tips

Define a Clear Objective: Start with Purpose

- Why Must You Tell THIS Story?
- Align with Your Business Objectives
- Showcase Experience, Values, and Accomplishments



Stories matter

Develop a Compelling Narrative

- Origin Stories
- Emotional Connection
- Story Flow



Stories matter

Mastering Story Flow

- Pixar 7-step “Story Spine”
 1. Once Upon a Time...
 2. And Every Day...
 3. Until One day...
 4. Because of This...
 5. Because of This...
 6. Until Finally...
 7. And Ever Since That Day...
- South Park Creator “Therefore” or “But” Rule

Know Your Audience

- A Character to Root For
- Simple, Relatable
- Align Values



Transparency Builds Trust

- Insights Into Your Creative Process
- Showcase Problem Solving
- Demonstrate Value
- Highlight Client Success Stories



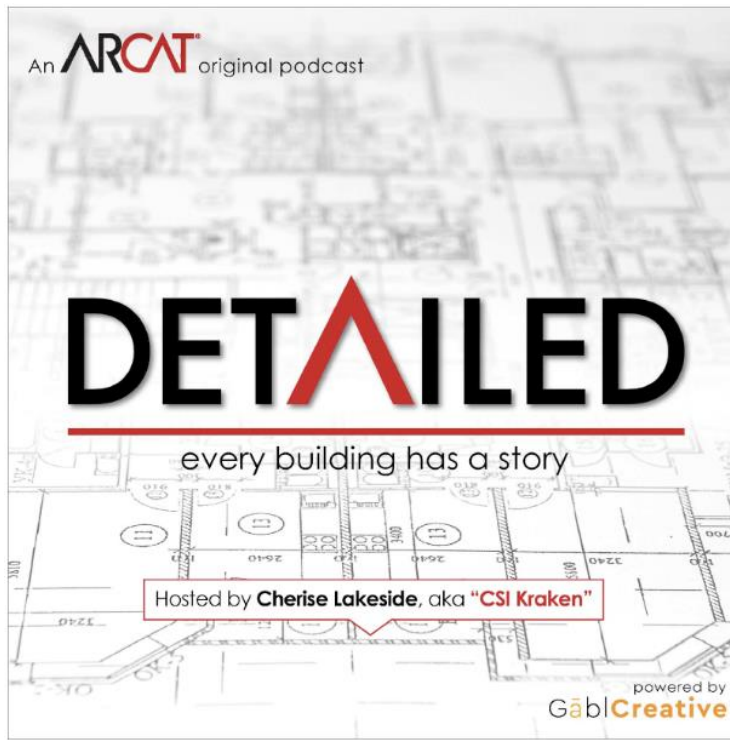


Storytelling in Client Presentations



Internal Storytelling: Team Engagement

Marketing Through Narrative

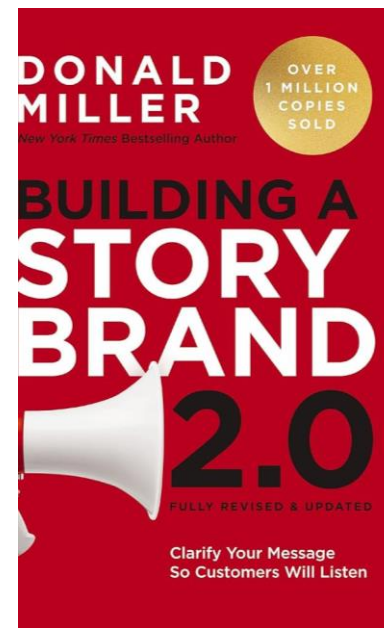
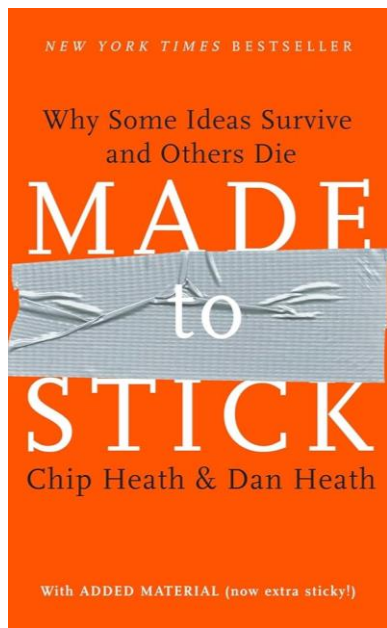


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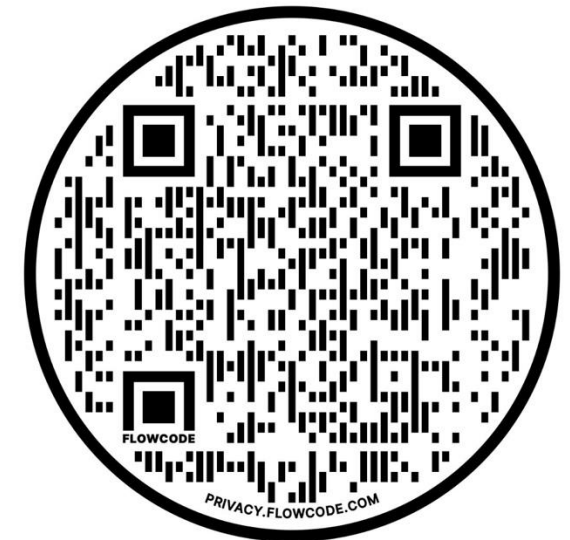
Tonight kicks off the [@brooklynnets](#)' preseason home opener game [@barclayscenter](#) 🏀 Go Nets!

As Architect of Record for their 70,000-square-foot Brooklyn training facility, we ensured they had everything they needed for a new home base when relocating from New Jersey to Brooklyn's Sunset Park neighborhood.





Tools & Resources



A top-down view of a wooden desk with a spiral-bound notebook, several pencils, an eraser, and a pencil sharpener. The notebook is open to a blank white page. The text "Call To Action: 'Your Next Chapter'" is overlaid on the bottom right of the image.

Call To Action:
"Your Next Chapter"