

Telling a Better Story

CORRECTING THE RURAL NARRATIVE



Correcting the Rural Narrative

OLD NARRATIVE

“There’s nothing to do.”

“Nothing ever changes.”

“It’s boring.”

“We’re suffering from brain drain.”

“We’re dying.”

NEW NARRATIVE

“There’s lots to do! It’s just not what you do in the city.”

“If it ain’t broke don’t fix it.” Consistency and continuity doesn’t mean predictability.

“We’re unique! We have fun doing...”

“We have brain gain. Educated, experienced adults are choosing to live here and bring their skills with them!”

50% of Americans move every 5 years. If your town is dying, you’re not creating a community where people want to live!

Know Your Audience and Know the Potential Controversies

Who's going to be in the room, reading the proposal, looking at the website/FB page, standing at the counter?

Stanley, ND and Tara – Oops!

A little bit about Kate



A little bit about Karalea



Be sincere and talk from the heart!



Help “buyers” experience your story –
Touch it, feel it, smell it, see it-

Toy opening reviews – Youtube