**Your Voice**

**The Power to Slay the Two Dragons of Storytelling**

*Kelsy Saulsbury, Manager, Consumer Insights & Analytics, The Schwan Food Company*

*Nancy Cox, Consumer Understanding & Insights Manager, Hallmark*

*Exercise #1*

The **Art** & Science of MR

**You are a writer - You are a storyteller**

*Exercise #2*

**Getting to Your Voice**

**Storytelling Tricks of the Trade**

**Storytelling Out Loud**

Exercise #3 –part 1

Exercise #3 –part 2

**Skills for telling others ≠ skills for getting the answer**

Most of our training is in getting the answer

**Continue Your Quest**

Writing Exercise Books (for both your Voice and also Research approaches):

Schneider, Pat. *Writing Alone and with Others.* New York: Oxford University Press, 2003.

Sellers, Heather. *Page after Page.*  Includes good revision techniques

Wood, Monica. *The Pocket Muse*. Very visual inspiration. Prefer 1st edition

*642 Tiny Things to Write About* by San Francisco Writers’ Grotto. Bite-sized!

Storytelling Books

Heath, Chip and Heath, Dan. *Made to Stick.* New York: Random House, 2007.

Simmons, Annette. *The Story Factor: Inspiration, Influence and Persuasion through the Art of Storytelling.* New York: Basic Books, 2001.

**Power of Your Voice Writing Exercises**

Nancy Cox, Insights & Analytics Manager, Hallmark Cards, Inc.

ADMIT ONE

Adapted from Poem Crazy by Susan Goldsmith Woolridge

Prep: Ticket roll (office supply store), words/small images from magazines
Cut out your words/images without a topic in mind for best random inspiration.
Have your roll ready to go when you need it. Aim for 50 tickets prepared.

Write: Pull a ticket and write for 5 minutes.

Remember to write “ABC”s to keep hand moving even if no words are coming.

Adapt: This is a good warm-up for focus groups, brainstorms as you can have
people do it as they trickle in – no need to wait for entire group to be present.
Metaphor for “admitting” participants to your session and to be open.

You can combine the ticket prompt with a topic: “Looking at your word or image how does that help us solve (challenge)? Think about (topic)?”

WRITING PROP – EMBROIDERY FLOSS

Prep: Assorted hanks of floss (inexpensive at hobby store – DMC has the nicest feel/luster of all brands AND does not have a color name. Names are leading).

Write: Select a color and write for 10 minutes.

Adapt: Pat Schneider (Writing Alone and With Others) reminds us that objects are “hot” or “cool” emotionally. Color is a hot topic but if you use a cool object such as floss (few of us have emotional memories of this object) you can get that mix of observation and emotion that creates compelling writing. Consider how different this exercise would be with a “hot” color prop such as paint chips.
When you explore topics such as color in your research, how can you use a prop that balances what is “hot” and “cool” with your respondents?
You can use the floss as a prop to have people describe the “color” of a new slogan or their typical experience with your product or their goals with your brand.