



SMACK HAPPY

# VIDEOCAST

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## VIDEOCAST NOTES #013

### WHAT IS VISUAL STORYTELLING AND WHY DOES IT MATTER?

#### CONDENSED NOTES & KEY TAKEAWAYS

##### What is Visual Storytelling? What do you mean by that? Why does it matter?

Storytelling is a really basic human need. We all communicate through story, as Seth Godin talks about. We're always telling a story. Stories pull people out of their day-to-day lives. At the basic level, the way that we communicate our values, who we are, and the interesting things that happen to us—the way we feel about things, and what is important to us is always through story. Knowing that you're going to do that intentionally and choosing the stories that you want to share with people highlight those things that you want them to really appreciate and focus on. And when we add the visual component, we're basically doing it in pictures. People love doing this in different ways.

##### How to Start Your Story

Try Jen's methods to starting a new visual story:

1. Start with a moment or a feeling, and something that happens. Then, follow that with photos and finally write words that relate to the photos.
2. Or start with something you really want to express. What are the values or things that you're doing right now that you really want to share with people? Then, look for the things that have happened in your life or are happening currently. Now, tell that story and find a visual that goes with that.

##### Storytelling Begins with Self-Exploration

Giving yourself permission to be creative and enjoying being creative plays a huge role in storytelling. Once you experience that you can then reel it back in and get to the sales part. It's a bit of self-exploration in a way to figure out the things you're attracted to, the stories you like to tell, and figuring out the things you have access to.

##### Creating Change & Creativity

When we create change in our lives, like changing your environment and changing the things around you that support the change are crucial for it to actually happen. A lot of times you just have this moment when you are away from that environment and you think, "wow something has to shift". Then you come back to your day-to-day life and that's where it kind of falls apart, because it's not setup to support that change you're wanting to make. Creativity especially is really about that unknown vulnerability, trying something different, having the confidence to just take baby steps, making small decisions to things you haven't done before, to experiment and play. So, when we leave our "home" we get that opportunity to feel free, and feel free to make new choices and make that change.

This week's special guest:  
**Jen Baxter of Jen Baxter  
Creative**

Jen Baxter is a San Francisco based writer and content creator. At Jen's core she's a creative brainstormer, active listener and problem solver. She loves telling stories that immerse people in the lifestyle you want them to experience. Making them feel something inside that clicks. Read more about Jen and her creative services at [www.jenbaxter.com](http://www.jenbaxter.com).