

The Writing Edge for Business Writers: 7/13/18

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You're a businessperson. You may not think of yourself as a writer, but you know that writing well can boost your results and your career. Naturally, you want to do better. Even though writing and storytelling and blogging and SEO aren't your day job, you want to do them better.

Every week I pick two posts from the web's multitudes that will help you do that. This week I'm pointing you to posts on storytelling for business.

From Denise Lee Yohn: Storytelling Isn't Enough

"Although the craft of telling the story of a brand should endure, she believes the language and stance of 'storytelling' are outmoded. She advocates replacing the term, which refers to recounting what happened in the past, with the notion of 'narrative.' The difference is more than semantics — it's a change in stance. Narrative suggests forward-moving, real, and active expression."

From John Jantsch: Transcript of A Guide to Content Strategy and Brand Storytelling

"Hello and welcome to another episode of the Duct Tape Marketing podcast. This is John Jansen. My guest today is Kyle Gray. He is the founder of The Story Engine. That's thestoryengine.co. He's also the author of the book by the same name, The Story Engine, an entrepreneur's guide to content strategy and brand story telling without spending all day writing and it just came out in audio book."

For another look at storytelling, check out [my review of Donald Miller's book, *Building A Story Brand: Clarify Your Message So Customers Will Listen*](#).

Sources I Check Regularly

I find the posts and articles that I share with you on The Writing Edge in many places. But there are a few that provide insightful pieces again and again. Here they are.

[Alliance of Independent Authors](#)

[Ann Handley](#)

[Frances Caballo](#)

[Jane Friedman](#)