Telling Our Story

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Why does our story matter?
Welcome to Oregon

"Home of the Clearcut"
HELP! AERIAL HERBICIDE SPRAYS ARE DRIFTING INTO MY STREAM!

#OREGONFORESTVOICES
OREGON'S FOREST LAWS ARE THE WEAKEST IN THE WEST.
If we don’t start sharing our story, the “environmentalists” will continue to do so for us--and it won’t be pretty.
What matters most when telling our story:

- How - Delivery: 40%
- Who - Credibility: 53%
- What - Content: 7%
44A. A Lane County small woodlot owner

Very believable 15%
Somewhat believable 45%
**Total very/somewhat believable** 60%
**Total not too/not at all believable** 20%
Not too believable 13%
Not at all believable 7%
Makes no difference 3%
Don't know 17%
“Stories are remembered up to 22 times more than facts alone.”
Jennifer Aaker Stanford University Marketing Research
Important things to remember

- Who is your audience?
- Ask questions
- Really listen
- Tell stories and be human
Empathy
Know what it is your audience cares about most, and tell stories that show you care about the same thing.

Conviction
Believe in what you’re saying. No one knows more about this than you.
FIND YOUR PERSUADABLE AUDIENCE

Your Opponents  The Moveable Middle  Your Supporters

X  ?  ✓

Challenge misinformation

Appeal to their priorities
Dispel myths and misperceptions
Give them permission to agree

Champion their cause
Transitioning from Tough Topics

Answer/Address  ->  Transition  ->  Message

1. What’s important to remember is ...
2. The real impact to you is...
3. What we’re always focused on doing is ...
4. What most people don’t realize is that ...
5. What a lot of folks want to know is ...
6. My family and I deal with the same question, and what we see is ...
7. ...the most important point to bear in mind is...
8. I don’t know the specific answer to that, but what I *can* tell you is...
9. That’s not how we see it. What we see is ...
10. We hear this a lot. But the truth is ...
Key Takeaways

1. Remember why this matters
2. Understand your audience
3. Be human first
4. Admit what you don’t know
5. Remember:
   It’s not really about you
Questions?

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