

THE PERSUASION PATHWAY

How to craft messages
that spark emotion, build trust,
and inspire action.

STEVE BALLANTYNE

Introduction

My mid-life marketing crisis

Six years ago, I hit a wall.

It wasn't sudden, but it was just as unexpected. It was the kind you walk into slowly, again and again, until one day you realise you're battered and bruised and no longer sure what you're even walking toward.

I was co-running a B2B marketing agency with a business partner, great clients, and solid results. On paper, it all looked fine. But something didn't quite feel right. Every marketing brief sounded the same. So the campaigns kinda looked the same.

Because everyone, everywhere, seemed obsessed with the same three words: Marketing technology stack. (Platforms. Automation. Funnels. Dashboards.)

No one was talking about the how and why anymore. The story. Or if they were, it was a line buried deep on the About page or some origin tale turned into a tidy tagline.

The heart and soul wasn't there anymore — just routine and a fading sense of purpose.

And the thing was, I'd built my entire career on storytelling. Not just telling tales, but helping brands articulate their purpose, craft messages that moved people, and build emotional bridges to their audiences.

But somewhere along the way, it all started to feel hollow. Like the stories didn't land the way they used to. Like no one was really listening anymore.

Marketers were chasing optimisation instead of connection. We were measuring everything but saying very little that stuck. We were drowning in tactics and forgetting the chemistry of trust — the spark that makes people feel something, remember something, act on something.

And I started to question everything. The frameworks. The funnels. Even the role of storytelling itself. So, I did something radical. I stopped. I stepped back. And I started rebuilding from first principles.



Steve Ballantyne
steve@brandiq.co.nz
www.brandiq.co.nz

Back to the laboratory

I stepped back from the day-to-day and went back to school. Not literally, but deliberately. I carved out time and space to relearn the craft of storytelling from the ground up.

I began reading obsessively. I must have read over 250 books on story theory, narrative psychology, messaging and persuasion science.

I devoured Joseph Campbell, Lisa Cron, Robert McKee, Donald Miller, Brené Brown, Yuval Harari, Bernadette Jiwa, Shane Meeker, Dr Randy Olsen and Chip Heath.

I watched every lecture, TED Talk, and interview I could find from storytellers, researchers, and creative thinkers who understood story at a chemical level. And what I discovered changed everything.

Story's part strategy, part biology

Our brains aren't built to remember bullet points. They're built to remember meaning.

When we hear a good story - not just a clever anecdote, but a truly engaging, emotionally charged narrative - something happens in the body. It's not metaphorical, it's physical.

Neuroscientists talk about stories triggering the release of oxytocin, the chemical that builds trust and empathy. And when you add a little tension, you get cortisol, which sharpens attention. Follow it with surprise or resolution? You get dopamine, which rewards and reinforces.

In other words, a well-told story doesn't just land, it activates.

It lights up multiple areas of the brain at once.

It creates a shared rhythm between speaker and listener.

It burns itself into memory.

And the marketer in me realised this.

We've been underusing the most powerful tool in our kit.



The realisation? We're living in the Age of Distraction

As I dug deeper, I started to notice the patterns. We are more connected than ever, yet more attention-poor than we've ever been. We swipe, skim, scroll. We switch between apps a thousand times a day. The average human attention span is now estimated at 8.25 seconds. Just under that of a goldfish!

We are saturated. Fragmented. Drained.

And along came AI. When generative AI tools like ChatGPT, Midjourney, and Claude burst into the mainstream, the volume of content skyrocketed. Suddenly, everyone could create fast, reasonably polished content in seconds.

We entered an era of content abundance.
But not of meaning or resonance.



Weirdly, AI is both the problem and the solution

Here's the truth most marketers haven't quite caught up with. AI has democratised content, but commoditised voice. It's made it easier to publish, but harder to stand out. It's given us scale, but not always soul.

But when you know how to prompt it, when you guide AI with a deep understanding of how story works on the human brain... something powerful happens. You get chemistry at scale. And that's the sweet spot this book is built on.

Why I wrote this book

I wrote *The Persuasion Pathway* because today's audiences don't just scroll faster — they feel less. We don't need more content calendars. We need marketers who can craft messages that spark emotion, build trust, and inspire action.

That takes more than clever words. It takes a new kind of storytelling — one grounded in neuroscience, emotional flow, and narrative rhythm. A story system designed not just to inform, but to move people.

Not built from theory alone, but from years of real-world observation, experimentation, successes and failures and practical application.

That's what *The Persuasion Pathway* is. A framework for creating communication that connects deeply, memorably, and persuasively.

Introducing The Persuasion Pathway

The Persuasion Pathway is a story-based model for emotional influence.

The best stories don't follow a formula. They follow a reaction sequence.

One emotion triggers the next. One moment leads to another.

There's a rhythm. A logic. A flow that we can feel before we can explain.

The Persuasion Pathway is built around four emotional stages, each one sparking the next like a series of connected impulses through the nervous system.

The four stages

CATALYST – the emotional ignition. A spark. A problem. A moment of discomfort or desire.

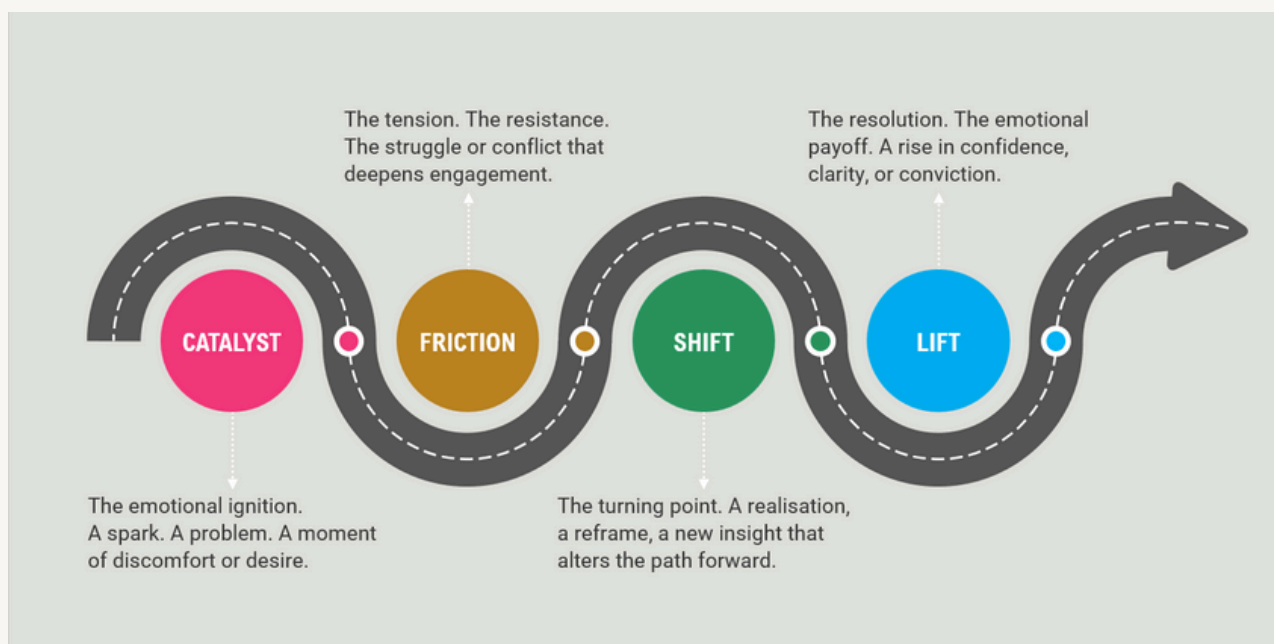
FRICTION – the tension. The resistance. The struggle or conflict that deepens engagement.

SHIFT – the turning point. A realisation, a reframe, a new insight that alters the path forward.

LIFT – the resolution. The emotional payoff. A rise in confidence, clarity, or conviction.

It's very simple in structure, and endlessly flexible in execution.

From customer stories to campaigns, pitch decks to personal brand posts, this emotional arc gives you a way to build chemistry into everything you say and share. And yes, you'll also learn how to use AI to amplify it. Without losing your voice or soul.



Famous movies using The Persuasion Pathway framework

The Hunger Games (2012)

Audience: Young people feeling powerless in a rigged system

CATALYST

Katniss Everdeen volunteers as tribute to save her sister. In a world where children are forced to fight to the death for spectacle, survival isn't just instinct, it's rebellion. This is the emotional ignition point.

FRICTION

She's thrust into the Capitol with its glamorised violence, political games, constant surveillance. She doesn't trust anyone. She doesn't want to play. But every move could mean life or death.

SHIFT

Katniss realises she's not just a player in the Games. She starts to see herself as a symbol, not just a survivor. *"They don't own me."* This is the mindset flip. She reframes her role as disruptor.

LIFT

Katniss becomes more than a victor — she becomes a spark. She survives the Games without losing her soul. She inspires a movement. And even though she's still in danger, a new identity begins to form: The Girl on Fire.



Toy Story (1995)

Audience: People feeling replaced or irrelevant

CATALYST

Woody is Andy's favourite toy — until Buzz Lightyear arrives. Suddenly, Woody's status is threatened.

FRICTION

Woody's jealousy drives him to make bad choices. He and Buzz get lost and clash constantly.

SHIFT

Woody realises being Andy's favourite isn't about status, it's about being there for him. Buzz learns he's not a real space ranger, but still a valuable toy.

LIFT

They work together, make it back home, and form a real friendship. They're both irreplaceable — not for what they are, but who they are to Andy.



The Matrix (1999)

Audience: Anyone who feels like there's more to life than what they're being shown

CATALYST

Neo feels like the world isn't real.
Something is off, but he's not sure what.
He's searching, but doesn't know what for.

FRICTION

He's offered the truth but it comes at a cost.
He learns everything he knew was a lie. He's not
"The One," not ready, not strong enough.

SHIFT

He stops trying to be someone else. He starts
believing in his own potential and sees the
Matrix for what it really is.

LIFT

Neo becomes The One. Not because someone told him he was — but because he
chose to believe it. He stops running. Stops doubting. He leans fully into the truth of
who he is and what he's capable of. In that moment, he sees the Matrix not as a cage,
but as code. Malleable, bendable, beatable.



Rocky (1976)

Audience: People who feel like they'll never get their shot

CATALYST

Rocky Balboa is a small-time boxer and debt collector in Philly. He's just scraping by, watching life slowly pass him by.

FRICTION

He's not respected. He's not winning. No one believes in him — not even himself. Then he gets the chance of a lifetime: to fight heavyweight champ Apollo Creed. But he's not prepared.

SHIFT

Rocky realises it's not about winning — it's about proving to himself and everyone else that he belongs in the ring. That he's not a nobody.

LIFT

He goes the distance. He earns respect from the crowd, from Apollo, and from himself. And in doing so, he becomes the people's champion.



A before / after example using the Pathway

Before (flat):

We help small businesses grow with customised CRM software.

After (with The Persuasion Pathway):

Running a business is hard. (Catalyst)

Leads fall through the cracks. Your team's juggling spreadsheets and sticky notes. (Friction)

That's why we built a CRM designed specifically for small teams. Simple. Smart. Stress-free. (Shift)

So you can finally grow with confidence, not chaos. (Lift)

Same message. Totally different movement.

What you'll take away

This book is part story manual, part neuroscience primer, and part AI playbook.

You'll learn:

- Why storytelling still matters, even in a world of bots, noise, and shrinking attention
- How to use The Persuasion Pathway to tell powerful stories that stick, scale, and sell
- How to co-create emotionally resonant stories with AI, instead of letting it create beige content on your behalf
- How to embed story into the culture of your business and every customer touchpoint.

I'm not talking about churning out more copy.

I'm talking about creating a shift in how your audience feels, thinks, and remembers. Because in the Age of Distraction, we need marketers who understand chemistry.

Don't think you need to be a screenwriter.

Or a neuroscientist. Or a brand guru.

You don't. You just need to be willing to think like a story scientist.

Chapter One

The chemistry of connection

Why stories don't just stick, they bond.

You probably don't remember your first product description. You definitely won't remember the hundredth promotional email you skimmed last week.

But you remember stories. A story a teacher once told you. The founder's tale that gave a brand soul. A line from a movie or ad that embedded itself into your bloodstream.

You remember these things not because you chose to, but because your brain did something remarkable the moment you heard them. It bonded.

Yes, stories inform. And yes, some entertain. But the important thing is, they fuse with memory. They imprint. And they linger. As magical as it sounds, that's not what it is. It's chemistry.

Story is the language of the brain

And when you hear a good one, something almost alchemical happens.

As your brain processes the words, it lights up. The language centres. The emotional circuits. The memory vaults. Even the parts responsible for movement and empathy.

Neuroscientists call this neural coupling. When a story is well told, the listener's brain begins to sync with the storyteller's.

Rhythms match. Emotional pathways align. Like two minds dancing to the same song.

In one remarkable study, Princeton professor Uri Hasson found that when people listened to a story, their brain activity mirrored the speaker's with astonishing precision.

If the storyteller described motion, the listener's motor cortex fired. If they shared an emotion, the listener's emotional centre lit up.

That's chemistry.



Because inside every powerful story is a cascade of chemical reactions.
Stories don't just move us — they rewire us.

Here's what's happening behind the scenes:

Cortisol – the tension chemical. Released when we sense conflict, danger, or uncertainty. It grabs our attention and makes us care.

Oxytocin – the bonding chemical. Released when we feel empathy, trust, or emotional connection. It deepens our investment in the characters.

Dopamine – the reward chemical. Released when we experience insight, clarity, or resolution. It reinforces memory and makes the message stick.

This trio is why you can recall an entire story arc from a film you saw ten years ago, but not the paragraph you read on a landing page 15 minutes ago.

How does this apply to The Persuasion Pathway?

Every great story engages the mind, lighting up the brain like a fireworks show.
Here's how The Persuasion Pathway taps into our core neurochemicals.

CATALYST – the spark

This is the moment of emotional ignition. A problem surfaces. A desire awakens.

Chemical at play: Cortisol

Cortisol triggers alertness and attention. It's your brain's way of saying,
"Hey, something important is happening here."

In marketing, this might be a headline that pokes the pain. A visual that stirs discomfort. A story that mirrors the audience's own struggle.

FRICTION – the tension

Now things get interesting. The stakes rise. Doubt, conflict, or resistance creeps in.

Chemical at play: Oxytocin

While cortisol keeps us alert, oxytocin pulls us in emotionally. It's the bonding hormone, released when we empathise with characters or feel a connection.

Good storytelling builds Friction and connection. That's what keeps people watching, reading, or scrolling.

SHIFT – the aha

Here's the turning point. A realisation. A new insight. A reframe.

Chemical at play: Dopamine

Dopamine floods the brain when we anticipate or experience something rewarding like clarity, a breakthrough, or a new perspective.

LIFT – The resolution

Confidence rises. Hope returns. We see the path forward.

Chemical cocktail: Dopamine + Oxytocin

This is the emotional payoff, the moment of satisfaction and belief. It's when we decide to trust, buy, or act. Stories that lift, inspire.

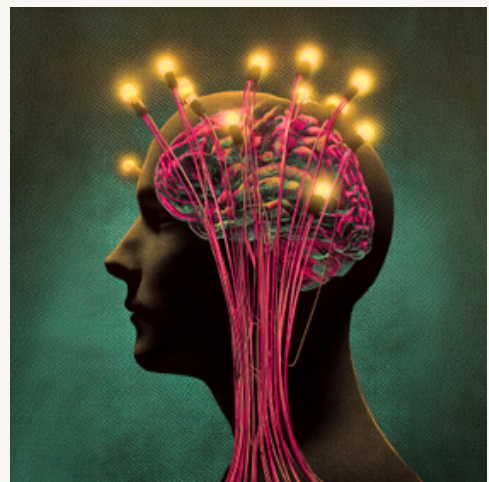
Why this matters

As well as being a narrative framework, The Persuasion Pathway is a neurological one. It mirrors how our brains are wired to respond. When you use it, you're telling more engaging stories. But more importantly, you're creating chemical reactions that move people to act.

Why humans are wired for narrative

Before cities, before agriculture, and before the written word, we had stories. Stories warned us and taught us. They explained the stars and bound our tribes.

And while technology has transformed almost everything, the architecture of our brains remains mostly unchanged. We're still wired to respond to stories as essential survival data.



As Nobel-winning psychologist Daniel Kahneman put it:

“No one ever made a decision because of a number. They need a story.”

Numbers don't stick. Logic doesn't land. But a story, told with shape and soul? That gets inside us.

The problem with modern marketing

Despite everything we know about narrative and neuroscience, most marketing today is still optimised for information, not transformation. We lead with features instead of feelings. We chase clarity over chemistry. We confuse messaging with meaning. And if we've got a slick video, we slap the word “storytelling” all over it.

But clarity without emotion is forgettable. Content without stirring a reaction is just noise. And in the Age of Distraction, noise dies fast.

If your story doesn't feel like something, if it doesn't create a spark in the nervous system, it's not going to survive the scroll.

The shoe brand that sold belief

When Nike launched the “Just Do It” campaign in 1988, they weren’t just selling shoes. They were selling belief. Belief that action beats perfection. That sport belongs to everyone, not just athletes. That the biggest obstacle isn’t your body, it’s your brain. This wasn’t a product campaign. It was a permission slip.

Let’s break it down using The Persuasion Pathway.

CATALYST – The spark.

You’re stuck. You want to move, but something holds you back.
Doubt. Fear. Laziness. Life.
Nike lit the match under that feeling.
They named the discomfort. And made it impossible to ignore.

FRICTION – The tension.

You’re not fit enough. Fast enough.
Brave enough.
Starting feels overwhelming. So you don’t.
Nike didn’t sugarcoat the struggle.
They leaned right into it.

“You don’t have to be a world champion. Just do it.”

SHIFT – The turning point.

Then came the flip. They reframed everything:
You don’t need to feel ready. You just need to start. No more waiting and overthinking.
“It’s not about being the best. It’s about being better than yesterday.”
That message rewired people’s brains.

LIFT – The emotional payoff.

And once you moved? Pride. Strength. Identity.
You didn’t just do it, you became someone who does.
And Nike became more than a brand. It became your coach, your cheerleader, your inner voice.

“If you have a body, you’re an athlete.”

Nike didn’t just create a slogan. They sparked a global rallying cry - one that spoke to every person who’s ever felt stuck, scared, or unsure where to start. Because they understood something deeper than marketing: The hardest part of any journey isn’t the doing. It’s the deciding. The moment you choose to show up. To move. To try. That’s where the real story begins.



Chapter Two

The attention crisis & flood of content

Why chemistry, not content, is your competitive edge

We live in an age of superabundance.

Any piece of content. Any creator. Any corner of the internet. Yours in seconds.
No one searches anymore, we expect instant delivery.

And when it arrives? We're already mentally
somewhere else. Zap.

Welcome to the Age of Distraction.

We check our phones every 4.3 minutes.
We process more information in one day than
someone in the 1500's processed in a lifetime.

We're definitely not short on content.
We're short on contact. And that's what makes
modern storytelling so urgent. And also tricky.



The war for attention is chemical

In this flood of pixels, our brains have adapted. They conserve energy. Filter noise.
Ignore most of what they see.

To cut through all of this, your story has to do something more primal.
It must spark an internal reaction. A flicker of tension. A flash of empathy.
A tug of recognition.

That's why attention isn't about grabbing eyeballs anymore. It's about hacking the
nervous system. Great stories don't need to fight for space in the feed.
They beautifully bypass the scroll instinct by creating a chemical pull.
That's what The Persuasion Pathway is designed to do.

AI just poured gasoline on the content fire

With tools like ChatGPT, Claude, Gemini and MidJourney, we've entered a new era.
Content creation is now frictionless. One prompt. One click. Dozens of outputs.
You can create more content in a day than your old team could in a month.

On the surface? A gift. But underneath? A problem.

Because with ease has come sameness. Same tone. Same buzzwords. Same tired metaphors. AI content is fast, but often emotionally flat. Why? Because it's optimised for keywords, not chemistry.

AI is not the threat. It's the mirror.

AI has no emotion. So it reflects the quality of your input.

Prompt it with beige, you get beige.

Guide it with emotional structure, and you unlock something much, much better.

You get scale without soul-loss.

You get stories that move fast and move people.

But only when you lead with the right structure.

Only when you build your story using The Persuasion Pathway.

Why most brand content fails

The problem isn't that your content is bad. It's that it's chemically inert.

It lists. It explains. But it doesn't spark.

It's missing:

A real CATALYST

A compelling FRICTION point

A moment of emotional SHIFT

And an earned LIFT

Here's an example of what I mean:

Before (generic):

We help people simplify their finances with user-friendly tools.

After (Persuasion Pathway):

I used to panic every time I checked my bank account. (Catalyst)

The numbers didn't make sense. I had apps, spreadsheets and notebooks, but no clarity. (Friction)

So I built the tool I wished existed. One dashboard, no jargon, full control. (Shift)

Now, we help thousands of people feel calm and in control of their money again. (Lift)

See the difference?

Not just a message. A movement.

Your brain doesn't care about polish. It cares about pattern.

What makes these stories land?
They follow an emotional rhythm.
That's what your brain recognises.
Not bullet points. Not brand pillars.
Just honest, charged human movement.

From stuck to tension to insight to possibility.
That's the journey people want to be taken on.
Not just once, but over and over again.

If you understand the sequence, story is your unfair advantage.

You can't out-volume the internet.
You can't out-keyword the competition.
But you can out-feel them.

Here's the magic of The Persuasion Pathway:

No big budgets. Just honest tension, emotional awareness, and a commitment to clarity. Because when you make your audience feel something, they remember everything.

Let's build your own emotional pathway

In the next four chapters, we'll unpack the four stages of The Persuasion Pathway in detail – CATALYST, FRICTION, SHIFT and LIFT – with more real-world rewrites, case studies, and prompts to use in your own work.

You'll see how this model doesn't only shape stories.

It changes how people see your brand.

So where do we begin?
With a spark.
A problem.
A single point of tension that starts the chemical reaction.

Let's light the fuse.



Chapter Three

Catalyst - lighting the fuse

Where all powerful stories begin

Of course, all stories start somewhere. But not all starting points spark anything.

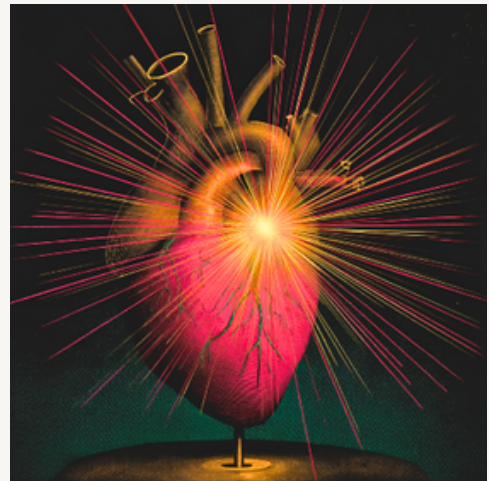
The best stories, the ones that ignite something in your heart, the ones you lean into instinctively, begin with what we call a Catalyst.

It's not about where the story begins on a timeline.
It's about where the chemistry starts to shift.

The Catalyst is emotional ignition.
The flick of tension. The snap of insight.
The subtle (or blunt) moment that says:

Something's not right.
Something needs to change.

And if you don't start there, if you don't light the fuse, the rest of the story never catches fire.



Most brands start too late

Open most websites, brochures, or sales decks and you'll find a common trap:
They start with the business.

"We're a proudly Kiwi-owned company with 12 locations and award-winning service."

That's not a Catalyst. That's a résumé. And résumés don't trigger emotion.
They don't create movement.

What we're scanning for, especially in a distracted world, is a reason to care.
Something human, honest. Maybe a little cracked around the edges.

That's the job of the Catalyst. To start the emotional chain.

The story doesn't start with your product.

It starts with the tension that created it. Every great brand was born from a feeling.
From a frustration. A belief. A problem that refused to stay quiet.

The Catalyst is that origin energy. It's what your audience will recognise, and emotionally sync with, before you've even said your name.

Brand example: Canva

Catalyst:

"Design tools were built for professionals. What about the rest of us?"

Before Canva became a global platform, it was a high school teacher in Perth, frustrated that her students couldn't use the clunky, over-complicated design software available at the time.

*The story didn't begin with templates. It began with exclusion.
That's what a good Catalyst does. It names the real tension behind the creation.*

Your Catalyst might be:

- A founder moment: We couldn't believe no one had fixed this.
- A customer frustration: I'd tried everything. Nothing worked.
- A social insight: Why were we all pretending this was normal?

How to write a Catalyst (before vs after)

Before:

We help people eat healthier with pre-made frozen meals.

After (with Catalyst):

Every Sunday night felt like failure. (Catalyst)

We'd start the week with good intentions and end it with drive-thru guilt.

So we made meals that were healthy, delicious – and actually convenient. (Shift)

Now, we help families eat better with zero stress. (Lift)

Just naming that opening tension – the emotional friction point everyone feels but no one articulates – changes everything.

What makes a Catalyst work?

It's emotionally precise. It's not hype. It's not drama. It's truth, charged.

Here's a quick test:

Would someone in your audience read it and say, "That's me!"?

If yes - you've found it.

Want another lens? Try the “Unreasonable Insight”

Many strong Catalysts stem from an insight that seems irrational at first.
But it sticks. It gets under the skin. It challenges the status quo.

Examples:

We believed toilet paper could change the world. (Who Gives A Crap)

We thought meditation could be as normal as brushing your teeth. (Headspace)

We didn't want to sell phones. We wanted to make cameras that can call people.
(Apple, iPhone launch)

These insights spark curiosity. They break assumptions.
They set fire to the same tension your audience quietly feels.

Prompt: How to uncover your brand's Catalyst

Ask:

- What frustrated you into action?
- What problem was hiding in plain sight?
- What emotion triggered your decision to start?
- What truth did you see that others ignored?

Write that down. Sharpen it. Then speak it. That's your emotional ignition.

What happens in the brain when the Catalyst lands?

When a story starts with the right spark, cortisol is released, sharpening attention.
The brain flips from passive to alert, and the audience leans in.
Your Catalyst creates what neuroscientists call an open loop.

It signals that something important is starting to happen.
And that's all you need.
One spark. One reaction.
To earn the next line. The next click. The next breath.

Summary

The Catalyst isn't about information. It's about tension.
A moment of emotional clarity your audience didn't know they were waiting for.
Once it lands, the story starts breathing.
And with every breath, it builds pressure.
Until something has to give.

Chapter Four

Friction - building the tension

Where the story grabs and they start to feel it

If the Catalyst is where you strike the match, Friction is where the fire catches. This is where things get real. Where tension builds, and the story becomes believable.

Unfortunately, this is the bit most brands skip. Which is a big mistake. Because without Friction, nothing feels earned.

Humans are wired to pay attention to conflict. So if your story is frictionless? It's useless.

Friction makes us uncomfortable. It exposes our flaws. It shatters the illusion of perfection most brands cling to.

We don't trust perfection! We trust vulnerability.

Your audience doesn't need you to be heroic.

They need you to be human. They want to know, *"have you struggled like I have?"*
"Have you tried and failed, too?" *"Do you get it?"*

When you reveal your Friction, they feel seen. When you name their pain, they feel understood and validated.



Before vs After: Friction in action

Before (safe):

We built a better project management app.

After (with Friction):

We kept missing deadlines, even with 4 tools and a whiteboard. (Catalyst)

Our team was overwhelmed, confused, and starting to burn out. (Friction)

So we stripped everything back and rebuilt a system that actually worked for real people. (Shift)

Now, we help small teams manage big projects without the chaos. (Lift)

It's not the features. It's the feeling. Friction is where that feeling gets weight.

The three types of friction

1. External Friction

Visible setbacks, failures, market resistance.

Examples:

"We pitched 27 times. We heard 27 no's."

"Our first packaging melted in the sun."

2. Internal Friction

Doubt, burnout, fear, imposter syndrome.

Examples:

"I started wondering if I was even cut out for this."

"We were making money... but it didn't feel meaningful."

3. Cultural Friction

Going against industry norms or social expectations.

Examples:

Why did every women's razor ad feel like a lie? (Billie)

Why were disability aids still so ugly and clinical? (Will & Well)

We were tired of hearing women needed fixing to be 'confident.' (Dove)

The more specific your Friction, the more powerful the pull.

Friction triggers memory

Why does this work?

Because your brain pays extra attention to problems.

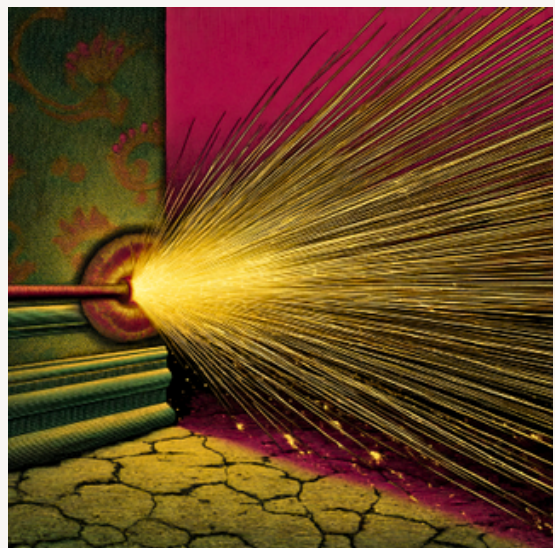
It releases cortisol, heightening focus and emotional imprint.

In narrative terms:

Friction is what makes us care.

It's what makes the Shift feel real later.

It's the struggle that gives the story gravity.



Prompting Friction with AI

If you're using ChatGPT or Claude to help build story arcs, try these prompts:

"Write the Friction section of a brand story that includes product failures, personal doubt, or rejection."

"Based on this customer review, what emotional or practical struggles are implied before the product worked?"

"Help me surface 3 cultural tensions that might exist in our industry right now."

Let AI do the digging. Then add the emotion. That's the chemistry.

Don't confuse Friction with failure

Friction isn't about failure. It's about struggle in pursuit of something better.

It's the part where your audience starts to say:

"Same." "Been there." "That's exactly how it felt."

When they feel that, you've got trust. When they believe your story (because it mirrors theirs) you've earned the right to shift their perspective.

And that's exactly where we go next.

To the turning point.

The reframe.

The insight that flips the narrative.

The shift.

Brand Example: Sharesies (NZ)

Catalyst:

Investing felt like it was for other people.

Friction:

The founders of Sharesies didn't come from finance.

They felt alienated by jargon. By complexity. By the suits and spreadsheets.

Even when they knew investing was important, the tools weren't built for them.

They leaned into that discomfort. They admitted the intimidation. And they told the truth. Their honesty didn't weaken their story. It fused them to their audience.



A great message is like
a good hug – timed right and
just tight enough.

Chapter Five

Shift - creating the moment of insight

The story only changes when someone sees things differently

If Friction is where trust is earned, Shift is where transformation begins.
This is the pivotal moment. The crack in the story where light breaks through.

The Shift is not about solving the problem. It's about seeing it differently.

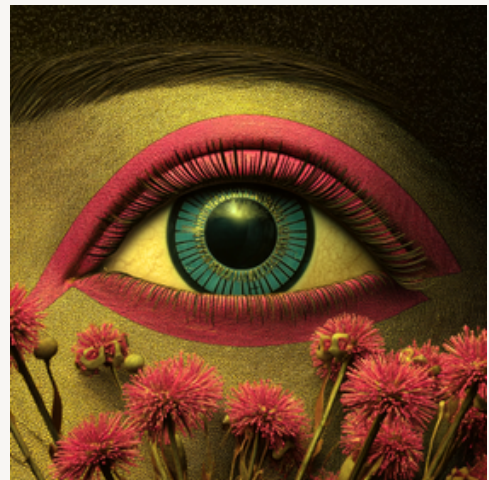
And when it lands, it changes everything.
Not just what you do, but why it matters.
It's the moment your story stops spiralling... and starts to soar.

What exactly is a Shift?

The Shift is a change in perspective.
A reframe. A realisation.
A decision to see with fresh eyes.

It's the point where:
"We thought this... but then we realised that..."

That's the sentence.
That's the structure.
That's the story turning on a dime.



Before vs After: Shift in action

Before:

We're a productivity tool with smart features.

After (with Shift):

I thought I needed more hours. (Catalyst)

I tried all the hacks. I ended up exhausted and behind. (Friction)

Then I realised I didn't need more hours. I needed fewer distractions. (Shift)

*That's why we built a tool that helps you reclaim your focus, not just your time.
(Lift)*

The Shift is subtle, but powerful. It reframes the audience's problem.
And once you flip their mindset, they never see it the same way again.

Shift is your story's emotional pivot

Think of it like the colour change in a chemical reaction.
It's where something new starts forming.

When the Shift happens:

Doubt turns into clarity

Resistance turns into momentum

The story turns from what happened to why it matters

And in a distracted world? Meaning is magnetic.

How to uncover your shift

Ask:

"What did we believe at the start that turned out to be incomplete – or wrong?"

"What moment changed our thinking, approach, or sense of purpose?"

"What insight changed how we see our product, audience, or industry?"

The Shift is not always a thunderclap.

Sometimes, it's a whisper.

A quiet line that rewrites everything that came before it.

Brand example: The Ordinary (skincare)

Catalyst:

Why was skincare so expensive?

Friction:

The industry was bloated with markups, jargon, and pseudoscience.

Shift:

Let's give people active ingredients at transparent prices.

They reframed skincare — from glamour to science.

That shift created a cult following.

And rewrote the category.

Prompting Shift with AI

Want AI to help surface a Shift in your story? Try these prompts:

“What belief changed for this founder between starting and scaling their product?”

“Based on this brand story, rewrite the middle section to show a moment of insight or reframe.”

“What deeper truth does this customer review suggest about the industry, and how could the brand respond?”

Let AI explore possibilities. Then shape the response until it rings true.

The Shift makes the story yours

You can copy someone else’s product, and you can copy their pricing.

You can even mimic their tone.

But your Shift?

That’s uniquely yours.

It’s the part that can’t be replicated, because it’s born from lived experience, deep thinking, and internal clarity.

It’s what turns a brand into a belief system.

It’s what creates emotional lift.

Which brings us to the final stage of the pathway.

The resolution. The release. The rise.

Brand example: Monzo (UK)

Catalyst:

Banking felt serious, intimidating, and slow.

Friction:

Traditional banks were faceless. Confusing. Paper-heavy.

Shift:

What if transparency builds more trust than tone ever could?

Monzo didn’t just change banking UX.

They changed the story people told themselves about what banking could feel like. The shift became their superpower.

Chapter Six

Lift - landing with emotion & meaning

The best stories don't just end, they elevate

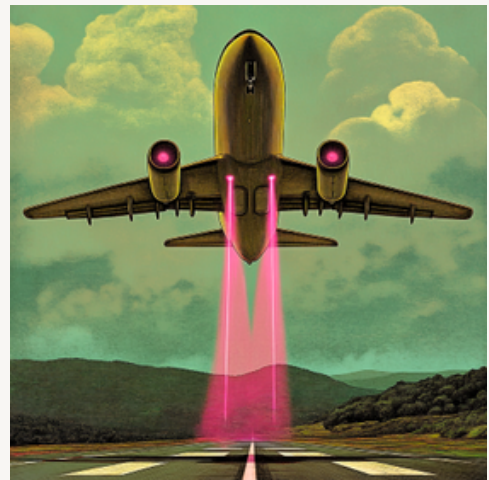
The Shift creates clarity. But it's the Lift that makes it unforgettable.
Lift is the moment where tension transforms into belief.

Where the story takes flight, not because the problem is gone, but because the audience can finally see what's possible.

This is where we exhale.
The moment of meaning.
The earned rise.
And if you skip it, the story falls flat.

What is Lift, really?

Lift is the emotional payoff.
Not a boast, not a result.
A revelation.



It's where the story moves from "Hmmm, that's interesting" to "Whoa! That's me!"
From "That's a cool product" to "That's a brand I believe in."

Before vs After: Showing the Lift

Before (factual):

We helped 10,000 freelancers create better invoices.

After (with Lift):

We're not just helping people get paid faster.

We're helping creative people feel like professionals.

That's the shift. That's the rise.

See the difference?

It's not about numbers. It's about who they became.

The feeling of Lift

Lift is not:

We increased our conversion rate by 48%.

Lift is:

We finally built something that feels like us,
and people responded.

It's not:

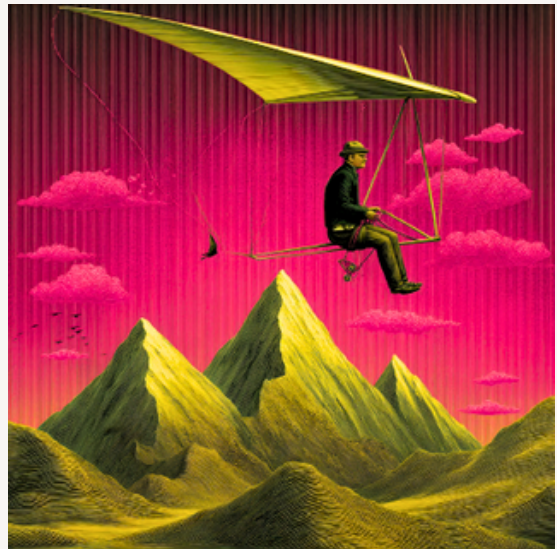
We launched in five countries.

It's:

We realised this wasn't just a product.

It was a platform for people to belong.

That's the line your audience remembers. Because it's the one they feel in themselves.



How to write your Lift

Ask:

"What's the bigger idea behind this product?"

"What emotional transformation has taken place?"

"What new belief or future state is now possible?"

The best Lift lines feel like a toast. They honour the journey.

But they don't close the loop. They open a door.

Brand example: Dove (Real Beauty)

Catalyst:

Most women don't see themselves in beauty ads.

Friction:

Generations of impossible standards. Shame. Silence.

Shift:

Beauty should be a source of confidence, not anxiety.

Lift:

*We're not just selling soap. We're reshaping how the world sees beauty,
and how women see themselves.*

That Lift has echoed across cultures and campaigns for over a decade.

Prompting Lift with AI

Let's say you're using AI to co-write a brand story.

These prompts can help crystallise the Lift:

"Write the final paragraph of this story in a way that evokes emotional transformation or a redefined identity."

"Summarise what has changed, not just in the brand, but in the customer, now that the problem is solved."

"Create a Lift statement that ends the story on possibility, belief, or deeper purpose."

You're finishing the story on a high note.

Lift isn't the end, it's the invitation

The best stories don't wrap up neatly. They leave a sense of forward motion. An open loop that says: *"There's more. And you're part of it."*

That's Lift. It doesn't say, *"We're amazing."* It says, *"You're invited."*

And in a world of hype and hustle, that kind of humility with altitude? It's rare and unforgettable.

Brand example: Thankyou (Australia)

Catalyst:

Every day, millions live in poverty while we buy bottled water without thinking.

Friction:

Rejected by retailers. Told it would never work. They tried anyway.

Shift:

They turned customers into advocates, launching billboard campaigns to pressure supermarkets into stocking their products.

Lift:

We're not just selling soap. We're using capitalism to end injustice.

That's not just a resolution. That's a mission.

And it's emotionally contagious.

Real Lift language

Allbirds:

We're not just making better shoes.
We're proving comfort and sustainability
can coexist.

Fix & Fogg:

We're not just making peanut butter.
We're crafting flavour adventures that
start on your toast and end in your soul.

Sharesies:

We're not just helping people invest.
We're helping them feel like they belong
in finance.

Oura Ring:

It's not about tracking sleep. It's about
understanding your body's rhythm
and living better because of it.

Nike

We're not just making athletic gear.
We're reminding you that greatness lives inside
effort—every run, every rep, every day.

Airbnb

We're not just booking places to stay.
We're helping you feel at home anywhere in the
world—connected, welcomed, human.

Apple

We're not just designing technology.
We're giving you the tools to think differently,
create boldly, and shape what comes next.

Patagonia

We're not just making outdoor gear.
We're fighting for a planet worth exploring
for this generation and the next.



Chapter Seven

Why the best brands make you laugh

Laughter is a shortcut to trust (and memory)

If emotion is what makes stories stick, humour is the glue that makes them stay longer. We talk a lot about cortisol, oxytocin, and dopamine in The Persuasion Pathway. But here's something wild: laughter can trigger all three. The moment something makes us laugh or even smile in recognition, our brain releases a burst of social bonding chemicals. We feel seen. Safe. Engaged.

Why humour works in storytelling

CORTISOL (Catalyst): A well-timed laugh can grab attention faster than drama. It's a pattern interrupt. A spark.

OXYTOCIN (Friction): Shared laughter is one of the fastest ways to connection.

DOPAMINE (Shift & Lift): Punchlines are micro-shifts. They surprise the brain. They make insights stick.

Humour isn't about cracking jokes for the sake of it. It's about adding levity, lightness, and self-awareness to your message. The kind that says: "We see the absurdity. We're not pretending to be perfect. Come laugh with us."

Where humour fits in the Pathway

CATALYST: Use humour to highlight a painful truth in a way that's instantly relatable. "Ever opened a spreadsheet so terrifying it gave you mild heart palpitations?"

FRICTION: Use humour to name the struggle with warmth and wit. "We tried 4 apps, 3 calendars, and one sacrificial goat. Still missed the deadline."

SHIFT: Humour can reframe a problem into a revelation. "The secret to productivity wasn't waking up at 5am. It was turning off Slack."

LIFT: End on a human, hopeful high. "Now our team finishes on time, and nobody cries into their keyboard. Progress."

Who Gives A Crap does this brilliantly

Their entire brand is one big tongue-in-cheek rebellion against boring, buttoned-up charity brands. They make toilet paper funny — and use humour to build emotional trust and social momentum with copy like this: "We use 100% recycled paper. No virgin trees harmed in the making of this toilet paper. They're still out there... hugging koalas."

Dollar Shave Club

That launch video didn't just go viral — it rewrote the playbook. "Our blades are f***ing great," said founder Michael Dubin, straight-faced, in a warehouse full of chaos and punchlines. It was more than funny. It was a takedown. Dollar Shave Club mocked the overpriced, overengineered razor industry — and reframed "cheap" as smart, simple, and rebellious. Humour wasn't the side dish. It was the strategy. It named the absurdity, delivered a Shift, and built a movement.

This wasn't just a brand. It was a wink to every guy who felt ripped off in the shaving aisle.



Try this: Humour as a tone dial, not a megaphone. Think of humour as seasoning, not the whole dish. It doesn't need to dominate your message.

It just needs to show you're human, lower resistance and make the story memorable. You don't need to be a comedian. You just need to be honest and maybe a bit cheeky.

Prompts to add humour in your Pathway

Try asking:

- "Where are we taking ourselves too seriously?"
- "What would a brutally honest customer say here?"
- "If this was a sitcom moment, what would it look like?"
- "What's the most ridiculous workaround someone has tried using our product?"

Then write that moment. Truth first. Wit second.

A well-placed chuckle can:

- Open the door to serious conversations
- Defuse tension
- Make a message memorable
- Bond audiences to your brand

So don't be afraid of lightness. In a world of beige content and buttoned-up brands, a little laughter is a powerful spark.

Let's write stories that move people — and make them smile while we're at it.

Chapter Eight

Make your customer the hero

How to help your audience see themselves in your story.

There's a common mistake brands make with storytelling.
It's easy. It's understandable. It's very human.
They make themselves the hero.

"We're the innovators."

"We solved the problem."

"We've got the solution."

And sure, that may all be true.
But there's just one problem:
Your audience doesn't want a hero.
They want a mirror.
They don't care how clever you are.
They care about what it means for them.



If they can't see themselves in your story, if they can't feel their pain,
their desire, their transformation, they'll scroll right past it.

This is where the real magic of The Persuasion Pathway begins.
It's not just a structure for better stories.
It's a lens to re-centre the customer as the one who rises.

You're not Luke Skywalker. You're Yoda.

This is one of the simplest and most powerful mindset shifts in marketing:

Your brand is not the main character.
Your customer is.

Your brand is the guide. The mentor.
The thing that helps them Shift and Lift.
When you reframe your message this way,
everything changes.

Suddenly, you're no longer trying to impress.
You're trying to resonate.



How The Persuasion Pathway flips the spotlight for a CRM software brand

Traditional brand messaging (with you as the hero):

"We help over 10,000 business owners grow through our award-winning CRM platform."

It's polished, but feels distant.

Customer-centred messaging with them as the hero):

"You're juggling sticky notes, spreadsheets, and half-finished follow-ups.

That's no way to grow. (Catalyst)

Leads fall through the cracks. The team's overwhelmed. You're working late, again.

(Friction)

That's why we built a CRM for real people, simple, smart, and designed for small teams.

(Shift)

So now, business owners like you grow with confidence, not chaos. (Lift)"

Same offer. Totally different reaction. Because the story is about them.

Here's another example for a natural skincare brand:

Traditional brand messaging with you as the hero:

"Our products use all-natural ingredients for healthy, glowing skin."

Customer-centred messaging with them as the hero:

You've tried product after product that promises miracles. (Catalyst)

But they leave your skin irritated, dry, or worse than before. (Friction)

So, we kept it simple – natural ingredients, no nasties, and clinically-backed formulas that actually work. (Shift)

Finally, skincare that treats your skin with kindness and gives you results you can see and feel. (Lift)



How to centre the customer in each stage of the Pathway

1. Catalyst — start with their discomfort

Don't lead with your features. Start with what they feel.

"You're trying to eat better... but life keeps getting in the way."

"You know you should be saving more. But you're overwhelmed."

"You feel like an imposter, even though you're doing the work."

Great Catalysts don't say, "Look at us." They say, "Hey... you're not alone."

2. Friction — show the real struggle

Be honest. Be specific. Speak their language.

"Every time you try to get organised, another app makes it more complicated."

"You want to rest... but you feel guilty when you slow down."

Friction is where you build trust. By showing how much you understand.

3. Shift — deliver the moment of clarity

The Shift shouldn't just be a product reveal. It should feel like a mindset breakthrough.

"You realised you didn't need another system. You needed less noise."

"You saw that rest isn't indulgent, it's productive."

"You stopped chasing confidence and started building it through tiny wins."

Your product becomes the proof of that insight. But the Shift belongs to them.

4. Lift — celebrate who they become

This is where most brands start to sell. But if you're doing it right, it should feel like a shared moment of pride.

"Now, you walk into meetings without second-guessing your worth."

"You're saving money. Sleeping better. Feeling like yourself again."

"You're not just eating better. You're setting a new standard for your family."

The Lift should feel personal.

Like it could go on a T-shirt or a billboard, and your audience would proudly wear it.

Make it visual:

Let's reimagine this landing page headline example:

✗ *"Our award-winning app helps businesses track goals and productivity."*

✓ *"Finally, a to-do list that helps you feel less behind, not more overwhelmed."*

That's Lift language.

Because it's not about the app.

It's about how the user feels now.

The trap is thinking storytelling is just a brand exercise

The truth? The brands that win are the ones that make their audience the main character. Not just in their story, but in their messaging, UX, design, social posts, customer service, email flows, and even pricing language.

Every sentence should whisper: *"We see you. We've been there. We've got your back."*

Let the audience write their own Lift

When your story structure is strong, your audience starts filling in the blanks:

"That's how I feel." "That's where I'm stuck." "That's what I needed to hear."

"That's the kind of Shift I want."

That's not just storytelling. That's transference.

It's them stepping into your story and seeing their own reflection in it.

You are the guide. They are the hero.

Your job isn't to wow them with your journey. It's to help them feel something about their own. And when you do that, something powerful happens.

You don't just win customers. You build believers. Advocates.

Fans who feel seen and who carry your story with them.

Imagine if every team could:

- Write updates using Catalyst, Friction, Shift, Lift
- Pitch ideas as stories, not specs
- Capture customer feedback as emotional arcs
- Debrief projects with narrative, not just numbers
- Coach each other in story tone, voice, and rhythm

That's not just messaging. That's internal resonance. And it makes your brand unforgettable from the inside out.

Train your team in story chemistry, not just comms

You don't need everyone to become a copywriter. But everyone should be able to:

- Spot emotional tension
- Name a Shift
- Celebrate a Lift
- Use story to clarify complexity
- Brief AI in ways that create movement, not just content

When that happens, marketing becomes magnetic. Sales becomes empathetic.

Customer service becomes brand-building. And your entire company starts pulling in the same emotional direction.

Chapter Nine

How to write with AI (and sound like you)

How to use AI as a creative Catalyst, not a content clone

Let's start with the fear.

"AI is coming for your job."

"ChatGPT is replacing writers."

"Soon, storytelling will be automated."

You've probably heard it.

Maybe you've felt the panic.

But the truth is, AI isn't here to replace you.

It's here to amplify you, if you know how to use it with intent.

Used well, AI becomes the most reliable creative partner you've ever had.

It doesn't take holidays. It doesn't get stuck. It never runs out of ideas.

But it also doesn't know your customer. It doesn't feel.

And it doesn't know when something hits your gut like a truth bomb.

That's your job. That's the job of a story scientist.

The wrong way to use AI

Let's get this out of the way. If your prompt looks like this:

"Write a blog post about productivity tips", you're setting yourself up for beige.

Sure, you'll get content, but you won't get chemistry. You won't get story.

And you definitely won't get persuasion.

Because AI only reacts to what you feed it.

It mirrors the quality of your input.

You give it fluff? You'll get fluff.

You give it structure, emotion, and truth?

You'll get fuel.



Why AI + The Persuasion Pathway is a perfect match

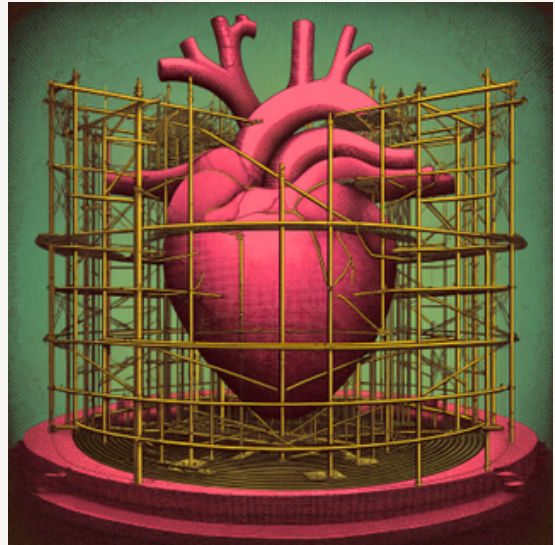
AI needs emotional scaffolding. It thrives when you give it a shape to work within. The Persuasion Pathway gives it that shape.

- Catalyst sparks the setup
- Friction builds narrative tension
- Shift reframes the insight
- Lift lands the emotional payoff

Suddenly, your AI output isn't just "content." It's a structured emotional arc. It moves.

Prompt example:

Let's say you run a coaching business for burned-out professionals. Here's the key difference in prompting:



WEAK PROMPT:

"Write a short social post about work-life balance."

THE RESULT: Work-life balance isn't a perfect split. Some days you're deep in the grind, other days you need coffee, peace and quiet and no emails in sight. The trick is giving yourself permission to lean into it. Balance doesn't mean doing everything at once. It means knowing when to push, when to pause, and when to fully log off. After all, you're a human with limits, energy, and a life outside the office. Reclaim your time.

STRONG PROMPT: (Pathway-led):

"Write a 100-word LinkedIn post using the Persuasion Pathway. Start with a Catalyst about someone working late for the fifth night in a row. Show the Friction – fatigue, guilt, disconnection from family. Include a Shift – the realisation that boundaries create clarity, not laziness. End with a Lift – a new sense of alignment and energy. Keep the tone grounded and warm."

THE RESULT: 10pm and she was still at her desk. Fifth night in a row that her kids had eaten without her again. The emails kept coming. And so did the guilt. Then something shifted: "What if setting boundaries isn't lazy – it's leadership?" She started small. Signed off earlier. Set honest expectations. Now? Her evenings are hers. And her energy? Back with passion – not just for work, but for life. If you're running on empty, maybe it's not a time issue, but a boundary one. Let yourself unplug. You're far more powerful when you're whole.

See? Now you're not just getting a post. You're getting a story in motion!

5 ways to co-write with AI like a story scientist

1. Feed it real emotion

Use customer reviews, internal quotes, or even your own journal entries. Then prompt:
"Rewrite this into a brand story using Catalyst, Friction, Shift, and Lift."
Watch it transform boring feedback into narrative gold.

2. Match your tone

Paste in two or three samples of your writing. Then say:
"Match this tone. Blend it with the Persuasion Pathway structure."
AI can learn your rhythm. You just need to teach it the beat.

3. Use it to surface Friction and Shift

Feeling too close to the story? Ask AI:
"What are the emotional or cultural points of Friction in this founder's story?"
"What belief shifted as a result of this journey?"
AI is like a junior strategist. Give it context, and it reveals patterns.

4. Generate dozens of Catalysts

Ask: *"Give me 10 emotionally honest opening lines for a story about starting a business with no safety net."* *"Write 5 Catalyst statements that speak to imposter syndrome in small business owners."*
This is idea fuel. Take the best one and start writing.

5. Always humanise the final draft

AI is a generator. You are the filter. Before publishing, ask yourself:
"Does this feel emotionally true?" "Would I say this out loud?"
Refine it. Sharpen it. Own it. Then release it into the wild.

AI won't replace good storytellers.

But it will replace content creators who don't understand chemistry.

If you rely on formulas without feeling, you're in trouble. But if you bring story science into the process and you lead with empathy, clarity, and truth...

AI becomes your most powerful tool.
It scales your voice. It builds your library.
It saves your time.



Chapter Ten

Making story culture stick

Embedding storytelling into your culture

You've got the framework, you've felt the chemistry. You've co-written with AI, crafted emotional arcs, and seen what happens when stories move people.

Now comes the real work. The leadership work.

Embedding story as culture

Because the best storytelling brands don't just tell great stories. They make story a shared rhythm, pulsing through every meeting, every customer touchpoint.

They don't rely on one charismatic founder or a great agency.

They build internal story muscle. And that's where everything changes.

Storytelling is a mindset

Too many brands treat storytelling like a marketing "thing." It gets parked with the content team, or wheeled out for campaigns. But the brands people remember, the ones that build movements, treat story like oxygen.

It fuels sales, hiring, culture, product and vision. Story becomes the language people use to explain why they're here and what they're building.

When teams know the Pathway, everything shifts

When your whole organisation understands The Persuasion Pathway, they stop writing updates and start writing stories.

They stop saying: *"We hit our Q3 targets."*

And start saying:

"Here's where we struggled. Here's what we learned. Here's who we've become."

They stop saying: *"Our new product launched on time and under budget."*

And start saying:

"This idea almost didn't make it. We had doubts. We hit roadblocks. But we pushed through. And here's why it mattered."

That's the difference between content and culture, between status updates and storytelling. Between noise and resonance.

13 ways you can embed storytelling into your culture

1. Rewrite your company values as mini stories

Swap buzzwords for real-world moments that show those values in action.

2. Use The Persuasion Pathway in staff onboarding

Teach new hires how to communicate with Catalyst, Friction, Shift, and Lift.

3. Turn internal memos into short stories

Instead of “update emails,” share the journey: what changed, what you learned.

4. Open meetings with a ‘Story from the field’

Kick off with a real customer story that shows the emotional impact of your work.

5. Build a ‘Story Bank’

Create a shared folder of micro-stories that highlight Friction moments and how your team responded.

6. Celebrate learnings, not just wins

After-action reviews? Don’t just analyse what worked. Tell the story of what was messy, and what changed.

7. Present data with a narrative frame

Use Catalyst–Friction–Shift–Lift to structure how you share data, insights, and dashboards.

8. Train your leaders as story coaches

Make storytelling a core leadership skill — not just for presentations, but for culture shaping.

9. Turn case studies into customer journeys

Instead of listing features and benefits, frame each case study like a hero’s quest.

10. Run monthly story clinics

Hold 30-minute team sessions to turn dry updates into engaging narratives.

11. Reinvent performance reviews

Frame feedback through The Persuasion Pathway: What sparked growth? What was the struggle? What shifted?

12. Bake Storytelling into Strategy Documents

Open strategy decks with a Catalyst. Name the villain. Show the emotional Lift that success would create.

13. Build a Custom GPT based on The Persuasion Pathway

Give your team a daily tool to help craft messaging that sparks emotion, builds trust, and inspires action.

Now you know the science behind what moves us

Here's what I hope you take from this book:

You're not here to chase attention. You're here to create chemistry. You're not trying to sound louder. You're learning how to resonate deeper.

You're not writing copy. You're crafting memory.
You're shaping belief. You're building emotional gravity.

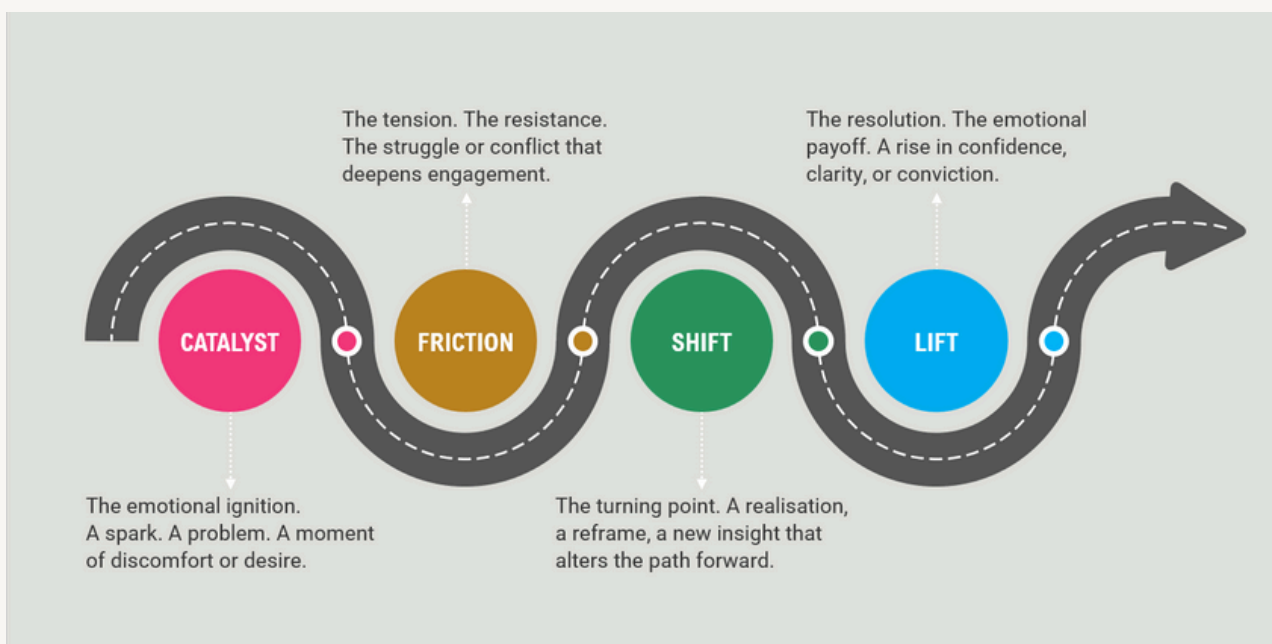
That's why The Persuasion Pathway works.
Because it reflects how humans think.
How we grow. How we change.

Catalyst. Friction. Shift. Lift.

It's not just story structure.
It's human structure.
And I'll leave you with this.

You don't need to be a genius.
Or a creative director. Or a viral marketer.
You just need to learn to tell the truth, beautifully.
To notice what's real. To build with tension. To lead with clarity.

Because you are a Story Scientist now. And the world needs more of us.
Not just to cut through the noise, but to create signals that make people stop,
feel, remember, and act.



How can I help?

Now that you've read the book, it's time to put these ideas into action and start seeing the difference they can make in your everyday communication. Whether you're writing a website, pitch deck, LinkedIn post or campaign, the framework gives you a clear, emotional structure to sharpen your message and drive results.

Here are four ways I can help you go further:

The Persuasion Pathway Audit

I'll review your core marketing content such as homepages, emails, and campaigns, and show you how to apply the framework to make it clearer, punchier, and more persuasive.

Team Workshops

I run hands-on training sessions that teach your team to apply the framework in real time. These are fast-paced, practical, and fully tailored to your business.

The Persuasion Pathway GPT

I've turned the ideas in this book into a custom GPT you can use inside ChatGPT. It helps you write sharper, more emotionally resonant copy in minutes. Includes a one-on-one training session with me. Email me for pricing.

Marketing Association Workshops

Prefer to learn in a group setting? I run a live, full-day course with the Marketing Association where we explore content creation and AI-powered storytelling, smart prompting, and The Persuasion Pathway in action. [Check it out here.](#)

Want to start sparking emotion and driving response?

Email me at steve@brandiq.co.nz

Or call me on 021 744 960

