

# Mariner Marketer via TheNauticalLifestyle (TNL)



## **It's All About the Story! Three Uses for Stories in Business**

Stories are all around us and make excellent learning tools. In fact, the kindergarten classes in Arlington, MA are using stories as a new technique for teaching this year. My aunt Dorie was explaining this to us at Thanksgiving dinner how every morning the teacher reads part of a story and the kids have to draw what they hear. My aunt's job, as a teacher's aide, is to put the kids' drawings into storyboard format. She said she's very impressed how after just three months these kids can already read and write. If five year olds can reap the benefits at an early age from stories, imagine how much your business could benefit.

In Craig Wortmann's book, *What's Your Story*, Wortmann says using stories allow people to see how the pieces fit together and how decisions get made. These "stories" also build strong relationships.

Below is a list of 3 ways stories work business:

1. **Interviews** - in the book "*Inspiring Others: What Really Motivates People*" by Duke Corporate Education, true inspiration often comes when you get to know a person and their story. Just like in an interview, you're looking for someone who can relate back in story format how he/she overcame a lack of resources, discovered an unknown talent, or got past a major mistake.

2. **Case Studies** - every good case study has 3 key steps: Challenge, Solution, and Results (see [July 2009 newsletter](#)). Written correctly a case study includes a story about your product and/or service plus a happy customer. Here's an example of a story that can be used for a case study about hearing loss and the Loud and Clear Personal Sound AM device:

As Beatrice unwrapped her gifts there were lots of oohs and ahs until she ripped off the wrapping paper from Robin's present. Then everyone laughed. You see, Beatrice refuses to wear her hearing aids. So what do you buy a 90 year old in that case? A Bluetooth Loud & Clear Personal Sound AM. A few days later, Bea called Robin to tell her that she can actually hear now without the hassle of painful hearing aids. It [Loud and Clear] was the best present she got.

3. **Presentations/Speeches** - Like any good story, a presentation or speech needs a beginning and an ending. A story leaves a lasting impression on your audience. If you think back to all the presentations or speeches you've heard, I bet the ones that stand out positively are

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Note from Robin  
Feature Article  
Special Offer  
Guest Article**

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**From the desk of:  
Robin G. Coles**

It's tea time. Thanks for joining me, I've made a pot of loose Twinings English Breakfast. Thanksgiving has come and gone. Now we're celebrate Chanukah, Christmas, Kwanza, Boxing Day, St. Nick, etc.

My cousins came in from Israel for their yearly visit. As always, the trip to Boston was too short.

I went to a 90th birthday party and as you can imagine, stories were being told the whole time

I recently went back to [Toastmasters](#) and entered the humorous speech contest. The best way for this to work was telling a story of something funny that happened to one-self. By doing this, it's easier to remember the speech; the audience pays attention, and depending on the subject matter, will learn from it. BTW, I came in second place - not bad for my first attempt.

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### The Worst Type of Waves for a Boat. Guest Article from Interview with Timothy Wyand

The worst types of waves are the ones that are short, steep, and close together, with a very short time between crests. Normally, in open ocean, you can have very large waves. Going back to that TV show, because a lot of people have seen it, some of the waves in the Pacific are very large, maybe 20 feet high, but, because the crests are a couple hundred feet apart, it's like driving a car on hills--you sail gently up, around/over the top, and gently back down. These waves can actually be fairly comfortable to ride, because they're far enough apart that you're not on one wave and cresting on another. Now, I've ridden on some 20-foot waves in the Atlantic off the eastern coast where we were. It was a nor'easter, we had about 40 knots of wind out of the north, so the air was blowing to the south, and we were riding the Gulf Stream, which is a strong northerly current. In this setting the seas were entirely different. We had waves that were about the same height as those we have in the Pacific, but now they were only about 100 feet apart--much steeper and closer together. Now we're slamming into these waves. Instead of being like a gentle hill, it's more like hitting a brick wall each time--as soon as you hit one, you're getting through that one and the next one hits you. When they're real close together, instead of being able to drive up one side and down the other, it's more like you hit a barricade and you start falling down and the next wave falls on top of you. And, because they're short and steep, there's not much give to them. It's more like hitting a wall, than driving into a wave. Again, talking about the 700 times difference in density, this is a lot more difficult on the structure. It's a lot more difficult on the crew too, because the motion of the boat requires a bit of effort. It's amazing how tiring rough weather is, even if you're not doing much except sitting there and holding on--holding on takes quite a bit of energy after a while, and it doesn't take long before you're exhausted. I spent about three years out on a ship in Hawaii, which wasn't in

- most were of relatives who've since past.

Thanksgiving was at my aunt Dorie's this year. She cooks a traditional turkey. At my house we cook duck, goose or some other dish - anything but turkey.

Last year we started a new tradition for Chanukah where 5 - 6 women get together for dinner, conversation, and celebrating the holiday. This past Tuesday six women celebrated the first night of Chanukah at Dorie's. We had spinach soup, potato latkes, stuffed acorn squash, baked pears, sorbet and wine. Our first vegan meal. It was delicious!

**Happy New Year!**

the Bering Sea, up in that deadly catch area up there. Our ship was quite a bit larger, but waves are still waves. You don't realize how tired you get just trying to get around on a boat that's moving and pitching and heaving--it's very tiring for the crew. So, the worst types, for sure, are those waves that are short, steep, and close together. They almost look like a line of dominoes. You can see them coming, but they don't have breaking tops. They're very hard on the crew and they're very hard on the boats.

Robin G. Coles  
TheNauticalLifestyle.com  
P O Box 520461  
Winthrop, MA 02152  
339-532-8334