

ABOUT BERNADETTE JIWA'S INTERVIEW: *"Telling Your Story to Grow Your Business"*

Time: 25 minutes, 17 seconds

Bernadette Jiwa, Branding Expert, joins Jon Schallert from her office in Australia to talk about how your independent business can employ some of the branding secrets of the world's top companies.

Here are additional points discussed in this interview with Jon:

- How Bernadette became interested in helping companies tell their story better
- Why the company that "Tells the best story wins"
- Why people like to "connect with the face behind the brand"
- The importance of business leaders empowering their employees to achieve customer loyalty
- The keys for connecting with top customers
- The major mistakes businesses make with social networking review sites like Yelp and Trip Advisor
- Why getting people to buy now is less important than helping people believe in your product or service for a lifetime
- Why it might be time to "stop advertising"
- How business owners can use Bernadette's "Difference Model" to their advantage
- Advice on how independent business owners can immediately improve their marketing power and connect better with their customers and prospects.

Questions or problems? Contact The Schallert Group: Info@JonSchallert.com or 970-281-2923

ABOUT BERNADETTE JIWA

Brand Strategist and Brand Storyteller



Bernadette Jiwa is a business advisor, keynote speaker and bestselling author of eight #1 Amazon Bestsellers. She was named by *Smart Company* as a Top Business Thinker 2018, and recognized as an expert on story skills and the role of storytelling in marketing and business development.

Bernadette's blog was voted Best Australian Business Blog in 2012. *Smart Company* named it one of Australia's 20 Best Business Blogs in 2014. It topped the list in 2016. Seth Godin listed it as one of the marketing blogs he reads.

She spoke about the secret to spreading ideas at TEDx. She is one of the Top 100 Branding Experts to Follow On Twitter.

Bernadette advises, consults with and speaks to Fortune 500 companies, startups, entrepreneurs and business leaders from around the world, helping them to build meaningful brands that matter to their customers.

She has created brand names, communication and innovation strategies and brand stories that helped to launch and evolve bold ideas—from football boots to a medical journal, businesses to blogs, books to Kickstarter projects, non-profits and more.

Bernadette's fascination with brand storytelling and marketing began at the age of 10 in her little brother's Action Man days—when they figured out that the collectable stars on the packaging were just as valuable as the khaki outfits and grenades inside.

Bernadette grew up in Dublin, the storytelling capital of the world. Now she lives in the world's most livable city, Melbourne Australia, with a cafe on every corner, surrounded by brand storytelling inspiration at every turn.

MORE INFORMATION ABOUT BERNADETTE JIWA

Website: TheStoryofTelling.com

Bernadette's Books:

