



*An innovative **personal media** approach to marketing and education*

[www.deepstoryworks.com](http://www.deepstoryworks.com)

## Deep StoryWorks

*A creative and progressive media company  
with an unusual service for unusual clients*

### Unusual Service...

- ◆ *A personal storytelling approach to education/marketing*
- ◆ *Brief media format (2-5 minutes) for sustained attention/retention*
- ◆ *Compelling "mini-movie" production designed to inspire action*
- ◆ *Digital format for ease of audience access and lowered cost*

### Unusual Clients...

- ◆ *Organizations telling "new stories" about progressive services and products*
- ◆ *Cultural creatives wanting personalized media to get message out*
- ◆ *Communities needing to build shared vision and mobilize action*

**Nothing engages and Inspires People Like a Personal Story.**

Deep StoryWorks<sup>sm</sup> (DSW) partners with clients to develop and apply unique, *deep storytelling* approaches and *digital media tools* as part of an educational, marketing, and/or fund raising strategy with targeted results.



See sample video clips on the Featured Stories page at [www.deepstoryworks.com](http://www.deepstoryworks.com)

***“Minutes after watching the story, a woman wrote a check to the Foundation for \$15,000 ...***  
*...and said she now really ‘got it’ about what we were doing and its true impact on the people we serve... despite her hearing about our service programs before. Deep StoryWorks captured the heart of FFW, and now we have a way to share it beautifully.”*

Deborah Lindholm  
 Founder/Director of the Foundation for Women  
 San Diego, California, USA



## Services

### StoryWorks Marketing Consultation

Demonstrating how DSW productions can support individual /organizational objectives and marketing strategies.

### Story Concept & Development

Providing a unique process to discover and construct stories with social/ psychological power and which support the evolution of clients and their targeted audience(s).

### Digital Media Production & Post Production

Capturing all story source material and editing into completed product in video, CD, or DVD formats.

### Speaking / Workshops

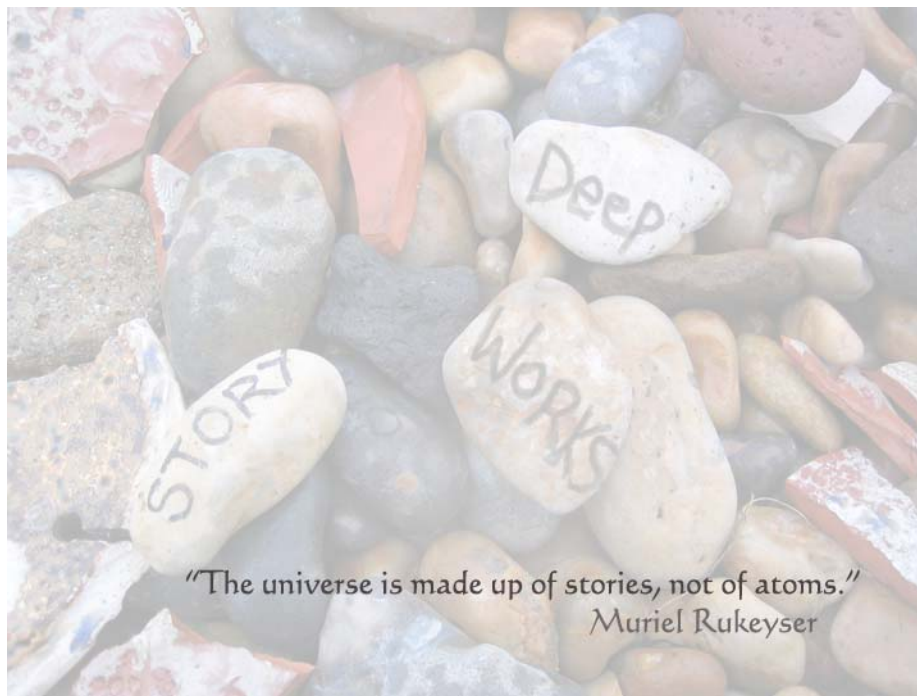
Topics include the transformational power of stories, and how to effectively turn personal or organizational experiences into compelling stories for targeted results.

## Compelling Quality, Results, and Value.



The unique blend of backgrounds and experience of the DSW cast includes film-making, social/psychological sciences, international network media, journalism, marketing, organizational and leadership development.

Visit [www.deepstoryworks.com](http://www.deepstoryworks.com) to learn more about services and our creative marketing staff



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