

AI Analysis

The Science of Visibility: Storytelling That Builds Trust

Bryetta Calloway
Founder and CEO, Stories Seen

Summary

The session focused on the importance of storytelling in building trust and visibility, particularly in marketing and sales contexts. Bryetta Calloway emphasized that storytelling activates multiple regions of the brain, making information more memorable and engaging compared to raw data. She highlighted the need for marketers to move from USP-centered marketing to consumer-centered messaging, which involves creating emotional connections and making the consumer the protagonist. Calloway shared insights on the elaboration likelihood model, explaining the balance between peripheral (emotional) and central (factual) routes of persuasion, and stressed the importance of starting with emotion and following up with facts to build lasting trust.

Participants discussed practical applications of storytelling, such as using personal anecdotes and humanizing problems to enhance engagement. Examples included using humor and unexpected moments to capture attention, and integrating storytelling into sales pitches to address customer fears and reservations. The session included interactive exercises where attendees identified barriers in their marketing strategies and brainstormed potential stories to overcome these challenges. The importance of testing and refining storytelling approaches was underscored, with recommendations to start small and measure effectiveness before scaling.

Calloway concluded with actionable steps for implementing storytelling in marketing strategies. She advised defining the authentic moment of a brand's origin, creating balanced messages that combine emotion and data, and filtering every story through the customer's lens to ensure relevance and impact. The session highlighted that storytelling is not just fluff but a strategic tool that can leverage emotional resonance to drive consumer action and build brand loyalty. Participants were encouraged to view storytelling as an integral part of their marketing toolkit and to be intentional about integrating it into their overall strategy.





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Takeaways

Storytelling Activates Multiple Brain Regions

Bryetta Calloway explained that storytelling engages up to seven regions of the brain, making information more memorable and engaging compared to raw data. This activation helps audiences retain up to 70% more information when conveyed through stories. It underscores the importance of integrating storytelling into marketing strategies for better audience recall and engagement.

Balancing Emotion and Data in Persuasion

The elaboration likelihood model highlights the need for balancing peripheral (emotional) and central (factual) routes of persuasion. Starting with emotion captures attention and builds trust, while following up with facts solidifies credibility and drives action. Marketers should strategically blend both elements to create compelling narratives that resonate with consumers.

Testing and Refining Storytelling Approaches

Calloway emphasized the importance of testing and refining storytelling strategies to measure their effectiveness. Marketers should start with small tests, gather data on performance, and make adjustments before scaling. This iterative process ensures that storytelling efforts are impactful and aligned with audience needs and preferences.

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