



# **Stop Boring Me!: How to Create Kick-Ass Marketing Content, Products and Ideas Through the Power of Improv**

*Kathy Klotz-Guest*

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Coming up constantly with a steady stream of marketing content, stories, and ideas that inspire excitement, interest and banish boring can be challenging. Your content-weary audience is saying “Stop Boring Me!” You cannot connect meaningfully with your audience if you bore them. There’s just too much content chasing too little mindshare today. And most business marketing stinks because it is transactional, superficial and not human.

The good news: it doesn’t have to be that way because everyone is creative. Your inner kid is smart because it knows how to play. What if you could create engaging marketing content and storytelling, and generate kick-ass, fun and relevant ideas for stories, articles, branding, social media campaigns, sales presentations, and even new products? Well there is a fun way to do exactly that: by applying key concepts from the world of improvisation. Don’t worry – this is not about theatricality, so you don’t have to perform. It is about playfulness, however, and unleashing your inner kid. Bringing key concepts from the improvisation stage to your marketing, sales, branding and products page – or business stage, if you like – can help you, your team, your company and your business generate ideas that kick boring to the curb. While this book will help you be more funny, it’s focused on fun as a creative catalyst for content idea orgasms: when different things come together in a fresh, human and engaging way that makes you and your audience say “aww yeah!”

The first half of the book centers on how to use key improv concepts to craft and tell better stories for sales, social media, articles, presentations, content, and other story-related contexts. The second half of the book is all about innovating massively creative marketing ideas for products, content, campaigns, customer service, sales processes, you name it. While this book was written primarily for marketing people who have to create content, tell stories, make presentations; anyone in the idea-generation business (and who isn’t) can use the tips in this book. Whether you are in marketing, sales, HR, product or customer service, these exercises will help you innovate and unleash more creative awesome into your work. Here is to more idea orgasms for you and your audience.

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