

PURPOSE-LED STORY DESIGN

The goal:

exponential

growth

The problem:

In B2B

**the biggest obstacle
to growth is
your existing category**

Product fit
limits you
to only a slice
of someone
else's pie



“Companies that create new categories, or redesign existing ones, create more value for the market and shareholders”

Earned economics

76%

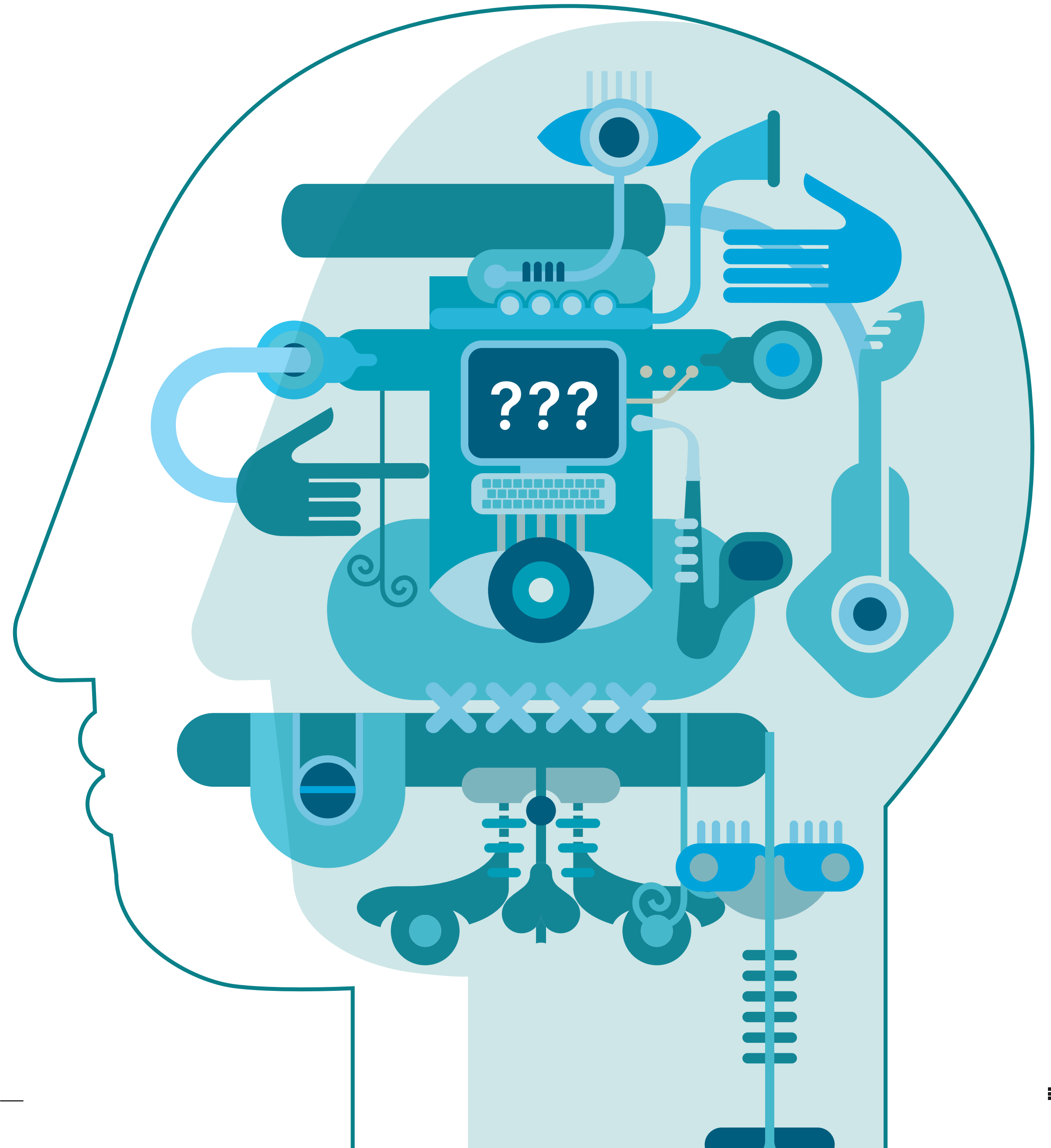
vs

20%

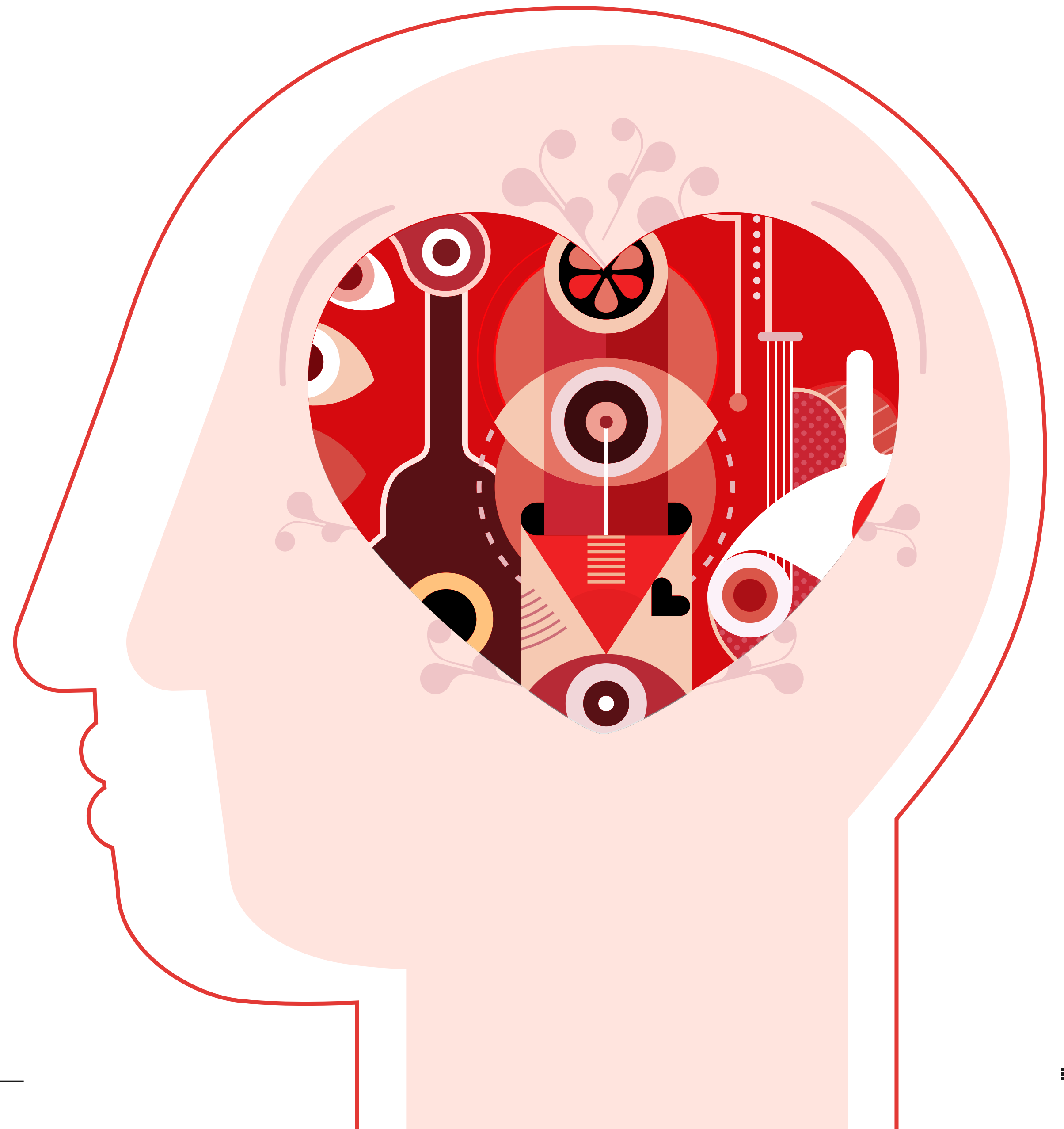
Category innovators

Category players

**A new category
is tomorrow's
solution to
today's problem**



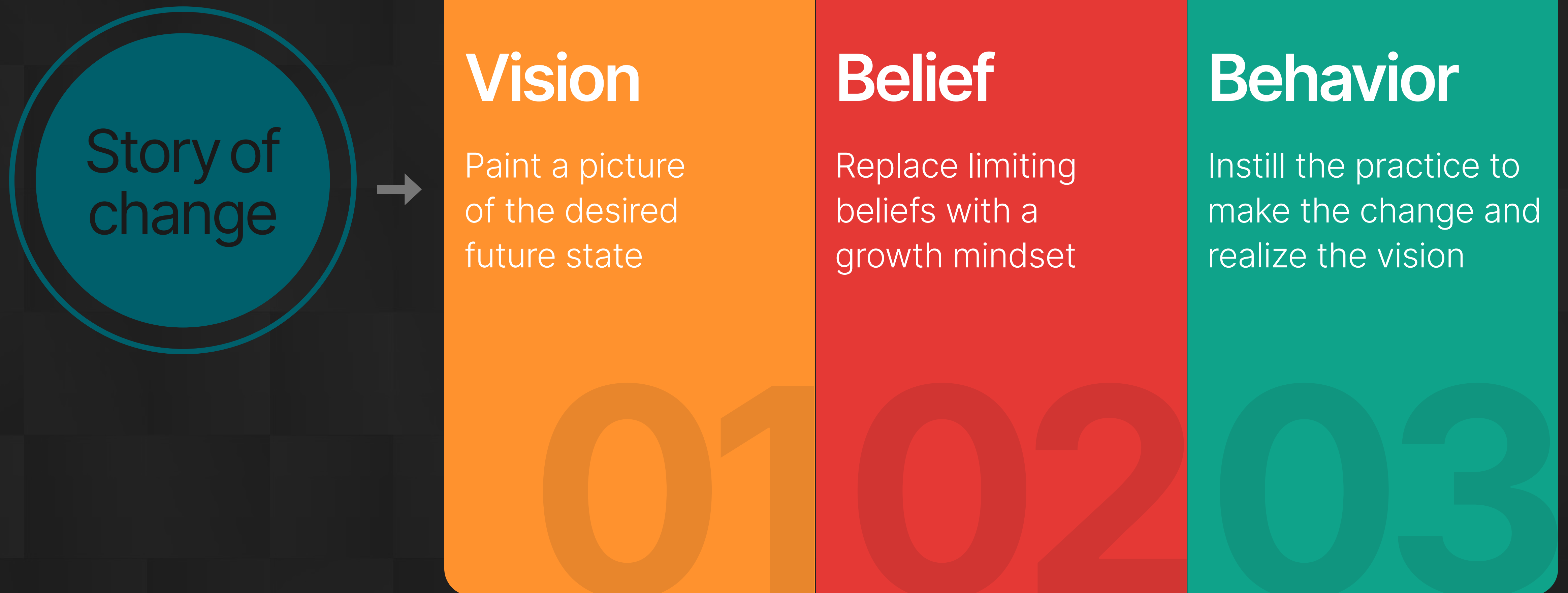
But, to own
the category
in the mind
of the customer,
they must
believe you're
purpose-fit for
the problem



Only a story can shape a belief

category innovators need
**purpose-led
story design**

**purpose-led stories
are the new model for
creating change**



Decisive action, without fail

Freedom Atlantic

Decentralized command and control optimization

The problem

Describing itself as JADC2 services and products to solve challenging and complex problems, Freedom Atlantic needed a story for niche category leadership.

How purpose helped

- Created the POV that decisions made in battle at the lowest level decide outcomes. Successful decisions require a clear understanding of the desired outcome, situational awareness, and uninterrupted communication. In dire situations, Freedom-Atlantic tactical cable and power solutions maintain a communications advantage
- Focused the brand, business strategy, and area of specialization for future product-development



Sell value. Change the world

Altify, Upland Altify
Customer Revenue Optimization

The problem

Described as a sales tool “add on” for Salesforce, no market category existed for Altify. When it came to explaining the product, the organization was stuck.

How purpose helped

- Launched the story for a \$3.2B category: Customer Revenue Optimization
- Shifted the market from product-led sales strategies to customer-centric thinking and introduced the concepts of “outcome-based selling” and “the revenue team” to the industry
- Fueled lead magnet content: CRO Benchmark study
- Positioned Altify for acquisition by Upland Software three months after



Serving our Ocean Stewards

OneReef.org
Community-led management of coral reefs and island ecosystems

The problem
OneReef needed philanthropic support to scale its coral conservation model. But the model was centered on an indigenous world few outsiders could understand.

- How purpose helped**
- OneReef’s value was demonstrated by its care for those it serves. By directly partnering with island communities, OneReef helps create a sustainable ecosystem, resulting in vibrant reefs and thriving communities
 - Inspiring stories of Ocean Stewardship became the strategy for all content marketing and philanthropy (“moves management”) efforts
 - OneReef’s brochure and website serve as a shining light for scaling Ocean Stewardship across the Pacific



Purpose-led Strategy

Market Category

- Category Design
- Category Ecosystem
- Product Positioning

Strategic Stories

Decks

- PR
- Investor
- Sales
- Event

Owned Media

- Website Story Optimization
- Brand Videos
- Social Content
- Event Marketing

eMarketing Stories

- Category eBrochure
- Books and eBooks
- Solution Briefs
- Sales Sheets
- Case Studies
- Info-Courses & content

Demand Generation

Funnels

- Book and Webinar Funnels
- Video Sales Letters and Funnel Scripts

eMail

- Follow-up eMail campaigns
- Outbound Sales eMails

Ads & Paid Social

- Paid promos
- Display
- Ads



Paulo Sellitti
Story Designer, Founder












David Fosberg
Story Strategist

Clients we’ve helped
lead with purpose

Hypnotic is also proud to support
top personal and professional
development coaches

- Ben Kiker
- Bronwyn Communications
- JD Schramm
- Maria Ross
- Hypnawolf

Testimonials

I am confident in many areas of my life, but was a bit scared to launch my own speaking and coaching practice in the midst of COVID. People I trust recommended Paulo Sellitti. He was fantastic in his ability to pose questions that made me think, offer language to consider, and provide guidance, direction, and (at times) a kick in the butt to keep me moving. He is gifted at helping you find an authentic way to express your gifts to the world.



JD Schramm, Ed.D
NACD Certified Board Director Candidate,
Communication Educator, Author,
Advocate, Consultant and Keynote Speaker

I’ve had the privilege to work with Paulo over the last few years including a huge project to develop, build, and launch the new category of Customer Revenue Optimization (CRO). Paulo is far greater than a designer, a content architect, and a category maker, he is simply an invaluable part of our extended revenue team and how we drive value for our customers and our company!



Nigel Cullington
VP of Marketing | Sales Effectiveness
Upland Software

Paulo is like a secret weapon. I don’t even know what to call him: Business advisor, brand strategist, messaging expert, copywriter, designer, co-conspirator—the way his creative brain works is amazing. He marries creativity with business reality to get results.



Maria Ross
Empathetic Brand Advisor | TEDxSpeaker
Author & Podcast Host, The Empathy Edge

Ready to create exponential growth?



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