



Make Your Idea Matter: Stand Out with a Better Story

Bernadette Jiwa

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Make Your Idea Matter is a call to action for entrepreneurs, emerging brands, and anyone with a great idea, who knows that to stand out in today's noisy world they need to tell a better story. It is full of bite-sized business and brand storytelling ideas originally sparked on Bernadette Jiwa's award-winning business blog TheStoryofTelling.com.

Use this audiobook as both inspiration and guide to help you tell the best stories you can tell about your business, your ideas, and the work that matters to you. Reawaken a thought or an idea you've already had. Spark new ones. Discover different ways of thinking about your business, what you do and how you tell your story. Then go make your idea matter.

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