Fables



Creative brand workshops Build your brand, find your voice, grow your business.

A subtext hunter, always looking for the deeper meaning behind people's words and actions, frankly Ann is quite nosy. She'll ask the questions you're afraid of, so you stop ignoring the obvious, and start making progress.

Ann Storr



Workshops are about hosting. Hosting people is a constant balancing act: it's inviting people into a well-prepared space, where their needs are attended to, where I've planned, and where synchronicity can flourish.

Helping people engage in workshops is about setting the tone, and pulling on a red thread. From taking a brief, to exploring how to help people take a step back so we can see the bigger picture, and find something new.

I'm a life-long word person. The words we use matter. I'll listen to the words you share, and bring your customers words to you, so we're learning how to make progress.

My work has been seen far and wide. On the BBC, the Guardian, The Evening Standard, and Psychologies magazine.

Between my MA in English literature, winning an emerging writer award at 42 years old, becoming a parent at 23, living as the working-poor, and over a decade in psych, I can bring you insights. Facilitators should bring you a wider perspective, so you're learning about more people.

My front cover of Girlguiding magazine is a whole other story. And let's not start on the Friends of Nunhead Cemetery.

I'm told people book me because they know I'll challenge them to go further and harder. Whether it's asking difficult questions, voicing elephants in the room, or naming complex dynamics, my job is to get your brand increasing its commercials.

And my work delivers. Whether its increasing conversions or helping you l and new deals, my brand work delivers commercial results. Creativity sells, so let's help you make more money.

Five workshops*

1. Understand what you do: find your value proposition.

Clients: x+why | CollectivFood | Built By Us

Learning what you offer, to whom, and why is hard to see when you're inside your metaphorical jam-jar. You need someone to help you learn what's unique about you, so you can define your value prop, and start connecting with more customers.

We'll explore the questions around the target audience, and uncover the most powerful messaging frameworks for growth and awareness, so you're connecting with more customers.

What you'll get

What you stand for
Why you're different
How you can stand apart from your competitors

What they say

"**Ann is an extension of your team. She is a fantastic listener who asks thought-provoking questions. She has a genuine passion for getting to the right solution for your business.**

Her tone of voice work for us fed into other projects including our brand values and employer brand, and the team loved how involved they were in the process."
Jem McQueen, CMO, x+why



2. Locate your message, simplify brand and marketing.

Clients: Barfly | Paro | x+why | CollectivFood | Built By Us

You need a simple, single-minded message that connects with customers. But when your business keeps evolving, it's hard to understand what's true for today and for tomorrow.

In one workshop, I can take your team through hands-on exercises that help them learn why your message isn't clear, why that matters, and how to find one message that cuts through.

What you'll get

One message that your team can get behind today
The message in simple, repeatable, language
Full write up, with next steps.

What they say

"Working with Ann was a game-changer for Barfly. Her creativity and insight were instrumental in making our message clear and engaging. Ann's personality and energy were a breath of fresh air.

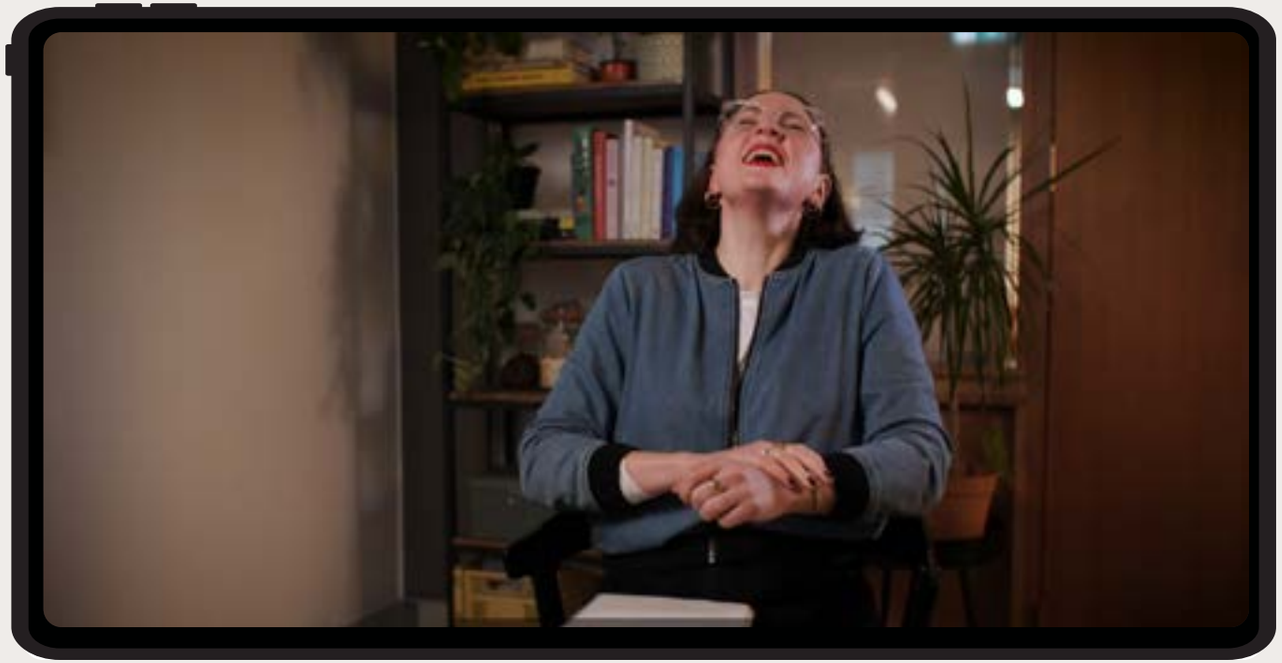
Her enthusiasm was contagious, and she brought a level of dedication and passion that exceeded our expectations."

Lizzie Carr, Managing Director, Barfly



3. Find the quickest tone of voice

Clients: The Mix London | UncommonMinds
Tea Makers London | Alva Labs | Gofrendly



Your brand doesn't need the splashiest tone of voice.
But you also need a way to help people stop saying
"leverage" and "unleash", your copy needs to sound real,
and you want your team to know how to write
(or, honestly, how to edit).

I'll learn what your customers need to hear,
and together we'll identify what words will connect,
so you can write with confidence.

What you'll get

A voice you can start using immediately
Key language dos and don'ts
A persona so no-one gets writer's block

What they say

**"We've gone through this process a few times before,
but this is the first time we have words we can actually use,
that we're proud of and we can say, 'this is us'".**

Claudia Gård, CFO & cofounder, Gofrendly

4. Improve your interviewing, to uncover insights

Clients: Sana | The Mix | GIF London

If you want to learn about people, listen to what they have to say, and be interested in what you hear - not what you want to learn. Whether you're running customer interviews, client, or hiring, you need to learn

Bringing everything I learned over eleven years at the Institute of Psychiatry, Psychology, and Neuroscience, ghostwriting a business book on psych safety, and years of brand work, your team will increase their interviewing skills.

What you'll get

Practice and non-ick role-play
Tactics and strategies to make the most of every interview
A take-away 'how to' guide, with unique and personal next-steps

What they say

“My interview with Ann was a standout experience. She was exceptionally well-prepared, showcasing a researched understanding of the topics discussed.

Her questions were informative and original, reflecting her thorough research. Ann's approachability made her an ideal interviewer, and she leaves a long-lasting positive impression.”

Carlota Rodben, author and innovation specialist



5. Hit your goals, define your personal brand.

Clients: Most are super duper top top secret, and, Alva Labs!

Booking those public speaking spots, getting the gigs you want, and earning the money you want is easier to achieve when you define your personal brand.

Working with women in tech, leadership, and with women who care deeply about their careers and the way the world is turning, I'll help you have courage in your convictions, so you can get what you want, when you want it.

What you'll get

A personalised and unique guide to showing up online with authenticity
Your brand pillars, brand language, and key talking points
How to take your next steps

What they say

"Ann never stops to amaze me. Everyone that gets a chance to work with her should consider themselves lucky. You will have a blast, while getting your message across! Ann's work has enabled me to become a thought leader, and I'm loving it!"

Linnea Bywall, Lead People & Operations, Alva Labs.



How it works

How I'll prepare for your workshop

You're unique, and your client or business is unique. I won't think your business is boring: you care, so I care.

When you book a Fables workshop, you'll get my full attention. And although your needs are bespoke, here's a simple framework I use to identify your needs and create a workshop that gets you to your next step.

1. We'll agree a scope of work, so the ask and the offer are understood
2. I'll take a brief, and you'll check it, before signing it off
3. I'll create your bespoke workshop and deliver it, in person, or online
4. We'll have a blast!
5. You'll receive your playback, including your next steps, so you can start improving your work today

And finally, remember that asterisk on the "five workshops" page? These workshops are a good guide to what I offer. However, if you need something a little different, I'd love to see how I can help you take your next steps.

What they say

"It didn't feel like just another job working with Ann. She pushed us as much as we pushed her to deliver creative excellence and she never made it feel like anything other than important and meaningful.

The first time we listened to her take on us, made the hairs on the back of my neck stand on end."
Tash Walker, CEO & Founder, The Mix



No audience too tricky, no adult too tough to engage

Teaching | Brand experiences | Sales events

Adults behave. Adults who have to come to workshops will sit, and they might even sign up to codes of conduct. But that doesn't mean they'll engage, or be willing to take on new ideas.

Now imagine teaching a group of tired adults, after work, in the middle of a pub during service. Our worst tendencies come out when we have a sharp kitchen knife, a peeler, and we're pretty we're that we're the expert — or that we're the worst, stupidest person in the world.

Or, imagine you're standing in front of four hundred primary school children, and you're the only thing standing between them and their playtime.

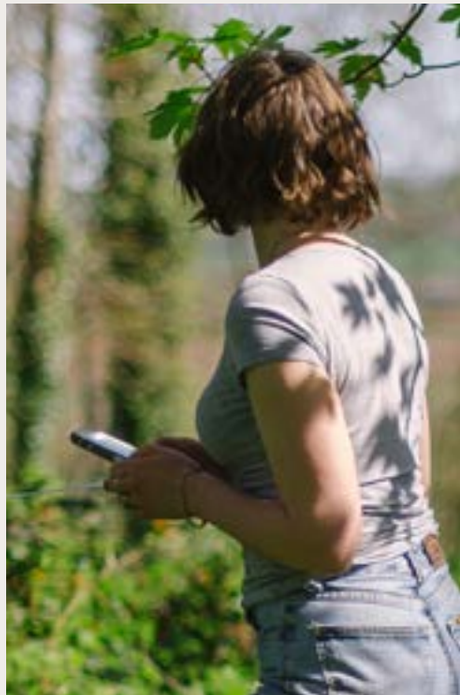
I've taught 9 year-olds how to grate beetroot whilst sitting at their desks, how to make salad wraps, and the fundamentals of crop rotation. I've trained hundreds of adults to read recipes, to slow down, how to use a knife, and walk away with new skills they use every single day.

If you're looking for a facilitator who knows their way around audiences more diverse than your average B2B facilitator, I promise to leave the kitchen knives and the tambourine at home, and bring everything I know about facilitating reluctant audiences to stop, slow down, and engage.









Price guide

Every client and project is unique. However, you want to know you what your investment would look like. So here's a 'starter for ten'. Get in touch, let me know what you're looking for, and we can find the right workshop so you're concentrating on hitting your next goals:

Size	Starting price
1-20 people, half day	Starting at £2,500 + VAT
1-20 people, whole day	Starting at £4,500 + VAT
30+ people, whole day	Starting at £6,500 + VAT

Prices include:
* briefing
* preparation
* meeting with you
* the workshop(s)
* sundry items (post-it notes, pens)
* playback

Prices do not include:
* travel
* accommodation (where necessary)

A little more about Fables

What I do.

- Brand
- Brand strategy
- Tone of Voice
- Ghost writing
- Editorial
- Content Creation
- Copy

Values

Shaping confidence

Embodying voices

Raising up real people

Cherry-picking services

If it's words + selling, I'm here for you. Here's how some brilliant people with excellent taste have chosen to work with me:

Client	BARFLY		Sana	THE MIX	UNCERTAINTY EXPERTS	gofrendly	x+why	👻
Brand	🍒	🍒		🍒		🍒	🍒	
Brand strategy	🍒	🍒				🍒	🍒	
Tone of voice	🍒	🍒		🍒		🍒	🍒	
Editorial		🍒	🍒			🍒	🍒	
Content		🍒	🍒		🍒		🍒	🍒
Copywriting	🍒	🍒		🍒		🍒	🍒	🍒
Ghostwriting (I can't tell you!)	👻	👻	👻	👻	👻	👻	👻	👻

Let's talk.

My clients are cross-sector and segment. It's all about the attitude. Being ready to bet that a more confident, real and human voice is part of your brand's next steps.

What unifies my clients is a deep desire to help people solve problems, a willingness to take a stance and a pride in the quality of their brand.

And, they know the power of clear, compelling and confident copy.

What makes me tick is solving your problem. Your problem is likely to be that you are amazing at what you do, you've tried to go it alone or with others, but you're still tangled in jargon.

By working with me, you'll have my attention, commitment and conscientiousness in cutting through the faff, and getting to your core message.

I'll challenge you, and we will create something amazing.

If you're trying to solve problems that I can help with, we'll have a discovery call.

Here, you'll learn more about my background with a brief open portfolio presentation.

Every project is unique. To make sure I work efficiently, I'll create a bespoke proposal that captures work you have in-hand and only the work you need delivering to take your next steps.

👉Book your time to chat here 👈

Once upon a time...

I was a little girl who found books easier than people. From falling asleep reading to an on-the-go pile that sits at around forty books, it's all about stories.



This is the late-great RobDog. I am a fully paid-up member of the cult of sighthounds, even though he's now sleeping on the Big Sofa In The Sky.



I'm also mum to two amazing uni & A level-age fashion students. Yes, I was a young mum! They're amazing, and bring you and me the GenZ insights your brand needs.



After my first big brand client, I bought myself these bookshelves. Filled them immediately, with over a thousand books. 'Beauty and the Beast' vibes for days.



I've broadcast live on the Beeb (radio 4, local radio, and pre-recorded TV). My talks have featured at Soho House, the All-Bright, Uncertainty Experts, and the Open University.



I have two substacks (of course). Do you want the cheapest and funnest confidence tricks? Into some poetic and visceral non-fiction about coercive control? You're welcome!

Thank you!

Just dial my number: 07458 006 368
Drop me an email: ann@fables.agency
Surely you've seen it: fables.agency
Substack: voilà
Naturally on LinkedIn: ann storr

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