

# The Business of Stories

SUSAN PAYTON



*Susan Payton* is a story strategist, copywriter, messaging geek, coach, consultant and author of [The Business of Stories](#)

The Business of  
Stories



## Harness the power of storytelling to demonstrate your value, attract your ideal clients and get paid what you're worth.

Released in March 2022, Susan's book quickly became a UK and US #1 bestseller on Amazon in several business categories, including Marketing and Sales – knocking Dragon's Den & Diary of a CEO star Stephen Bartlett off the top spot! It also got to #1 on Amazon *again* when the audiobook version was released and was a finalist in the Business Book Awards 2023.



*“Every business owner should read this book.”*

**Richard Woods**

Award-winning entrepreneur,  
BBC's The Apprentice, personality,  
bestselling author



*“This book may change your business and life in the process.”*

**Dan Meredith**

Bestselling author of 'How To Be  
F\*cking Awesome'



In a noisy world, where it's getting harder and harder to stand out from the crowd and be heard above the noise, Susan is passionate about showing business owners how to clearly articulate their value and speak to the right people, at the right time, with a simple message and a great story.

Described as a "game-changing" framework, her simple but powerful process helps entrepreneurs and marketers craft stories and narratives that launch businesses, build brands and create raving fans.



**Storytelling is not just essential  
in business; it's a superpower!**





## A bit about Susan

When Susan told her story to 1,500 business owners, back in 2015, the response from people who resonated with it, and felt connected to her as a result of hearing it, blew her away!

*In fact, it changed her business - and her life.*

Susan has since worked with business owners all over the world, written an international bestselling book - [The Business of Stories](#) - and is a leading authority on how to use storytelling to stand out in your industry.

Thousands of people have used her simple framework to harness the power of storytelling in their marketing, attract more ideal clients and grow their business.

**In a world where it is getting harder and harder to be heard above the noise, Susan is passionate about showing business owners how to clearly articulate their value and speak to the right people, at the right time, with a simple message and a great story.**



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