



# Make Your Idea Matter: Stand out with a better story

*Bernadette Jiwa*

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**Make Your Idea Matter: Stand out with a better story** Bernadette Jiwa

The path to success is littered with great ideas poorly marketed. Don't let yours be one of them.

**"A little book with a very big message. Your idea is worth a great story, well told."**

**SETH GODIN — Author of All Marketers Tell Stories**

*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](http://TheStoryofTelling.com).

Use this book 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.

You don't have to start on page one and work your way through, or even read it from front to back. Each topic stands on its own so dip in and out. 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.

## **ADVANCE PRAISE FOR MAKE YOUR IDEA MATTER**

"Every story you tell is a choice, and the choices you make matter. For best results make the choice to read this book."

**CHRIS GUILLEBEAU — Author of The \$100 Startup**

"Make Your Idea Matter' is a book that's easy to get into and hard to escape. Full of valuable, original, engaging content. Bernadette Jiwa has been likened to 'a female Seth Godin' and I have to agree."

**ROBERT GERRISH — Director of Flying Solo, Australia's Micro Business Community**

"The most brilliant people I have known have the rare ability to distill complexity to an essence. This is what Bernadette Jiwa does for entrepreneurs in Make Your Idea Matter."

**MARK SCHAEFER — Author of Return on Influence & The Tao of Twitter**

"If I discover one useful insight in a business book, I consider the time well spent. This surprising little book delivers them in spades!"

**TOM ASACKER — Author of A Clear Eye for Branding**

"Now is your time to make a difference, your time to be the best at what you love doing, your time to use your skills to enrich not only your own life, but the lives of each and every individual you do business with. More and more small businesses are taking impressive leads in their industries, making giant multinationals look cumbersome and unfriendly in comparison. You can do the same, and the first thing on your "to do" list should be to read this book. Bernadette has written a fantastic collection of stories to inspire, to provoke, to make you think, to generate ideas, and to bring your business to the next level. It doesn't matter if your idea has been done before, because as Bernadette rightly points out, it hasn't been done by you."

**DAVID AIREY — Author of Logo Design Love**

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#### **Carolyn Hoar:**

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#### **Glory Ruiz:**

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