

## What is StoryOne:

StoryOne is our multi-step storytelling process that differentiates your company and influences technology buyers to choose your solutions. **StoryOne** is **one** team working on **one** proprietary platform to tell the **one** story that best captures your message.

## Our unique StoryOne platform is:

### PROVEN

Our continuously tested process has been refined **over 25 years** by a team of storytelling experts

### EFFECTIVE

Your custom content **stands out** from that of your competitors

### POLISHED

We deliver assets that are **90% final** on first draft so you can move quickly on opportunities



### SCALABLE

We create insightful, distinct **stories that scale** across multiple assets and campaigns

### PERSUASIVE

Our carefully crafted narratives draw technology buyers to **your solutions**

## How StoryOne Works:



## Who is McLellan Writing Team:

With our roots in Hollywood — and a team of story experts from television, technology marketing, digital media and publishing — we take a distinctive approach to storytelling that makes your company stand out. For more than 25 years, we've helped global technology leaders deliver valuable content across each stage of the buyer's journey.

Build your best content campaigns on **StoryOne** — the storytelling platform for technology leaders.



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**McLELLAN**  
WRITING TEAM