October 1, 2026 Dickinson, ND

The Storyline

MARKETING MINUTE





A QUICK NOTE

October always feels like a season of change.
The days get shorter, the air gets sharper, and suddenly we're reminded that growth doesn't always look like adding more. Sometimes it looks like refining, rebuilding, or finally making the move you've been putting off.

This October feels especially meaningful for us because it marks one full year since Storyteller Studios opened its doors.
One year of ideas, late nights, lessons, risks, client wins, pivots, and watching this dream become something real. What started as a vision has grown into a space built to help businesses and entrepreneurs bring their own ideas to life, and I'm incredibly grateful for every person who has trusted us along the way.

To celebrate that milestone, we're opening our doors again.
Our Grand Reopening Open House will be October 8th at 4:30 PM, and I would absolutely love to see you there. Come visit the studio, celebrate with us, and see what Storyteller Studios is becoming in its next chapter.

As we head into the final stretch of the year, I hope you take a moment to look at your own business with fresh eyes. What's working? What are you ready to change? And what dream deserves a little more of your attention?
There's still plenty of year left to build something meaningful.

— Kacie

No. 002

Storyteller Studios,
Dickinson, ND

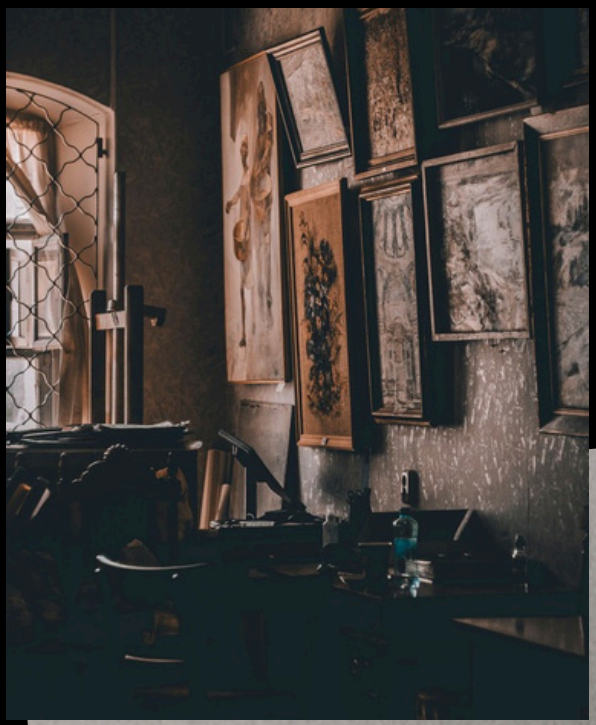
October
2026



THE STORYLINE

Marketing Minute

THE PULSE



QUICK TIP
3-Second Test
Look at your latest post for three seconds, then look away.

What do you remember? If the answer is nothing, simplify the message.

Your Marketing Should Be a Little Uncomfortable

Most businesses aren't afraid of bad marketing. They're afraid of marketing that feels different.

So they choose the safe headline. The safe photo. The safe caption. The same thing everyone else in their industry is already doing.

THE TAKEAWAY → If an idea feels just a little risky, it might be the first sign that it's actually interesting

THE CUT

Kill the Zombie Content

Still posting it because "we always do"?

If nobody notices it, clicks it, or cares about it, stop bringing it back from the dead.

THE CUT → Bury what isn't working. Make room for something better

THE UNDERCURRENT

Nostalgia Is Having a Moment

Grainy photos. Serif fonts. Old-school packaging. Film. Flash photography.

Brands keep looking backward to stand out now.

And there's a reason.

Nostalgia doesn't just make something look cool. It can make it feel familiar, personal and emotionally loaded.

THE SHIFT → Don't copy the past. Borrow a feeling from it

AFTER HOURS

13TH ANNUAL TRICK OR TRUNK

📅 SATURDAY, OCT. 31: 3-5 PM
📍 DOWNTOWN DICKINSON BY LEGACY SQUARE

ENJOY TRICK OR TREATING FROM VARIOUS SUPPORTING BUSINESSES IN THE COMMUNITY THIS HALLOWEEN.





THE LOOK

WHAT'S TRENDING → Quiet Design

Less decoration. More intention.

Clean typography, thoughtful photography, and open space are giving brands a more polished, elevated feel.

It's not about being empty, it's about making every element count.

TRY IT → Remove one thing from your next design. Give the rest room to stand out