November 1, 2026 Dickinson, ND

The Storyline

MARKETING MINUTE







A QUICK NOTE

November has a way of making us slow down and look around. Building a business isn't glamorous. It's long hours, hard choices, and plenty of figuring it out as you go.

But the people behind those businesses? Those are the stories worth telling.

That's why we're developing **Chapter One: Every Business Has a Beginning**, an original Storyteller Studios podcast led by our host, **Shaydin Ell**.

This won't be another highlight reel. We'll explore the risks, failures, sacrifices, and the people who kept going when quitting would have been easier. We're less interested in what someone built than in what it took to build it.

I'm grateful for the people willing to take the risk, the ones who stand beside them, and the stories that remind us we're not doing this alone.

Here's to building something worth talking about.

All the Best,
Kacie
Founder, Storyteller Studios

No. 003

Storyteller Studios,
Dickinson, ND

November
2026



THE STORYLINE

Marketing Minute

THE PULSE



The Thank-You List
3-Second Test

Think of three people who supported your business this year.

Customer. Employee. Partner.

Thank one of them today.

No sales pitch attached.

The Thank-You is Underrated

Everyone loves chasing the next customer.

But sometimes the best marketing is simply appreciating the people already there.

A thoughtful thank-you can do more for a brand than another perfectly planned post.

THE THOUGHT → People remember when they are appreciated

THE CUT

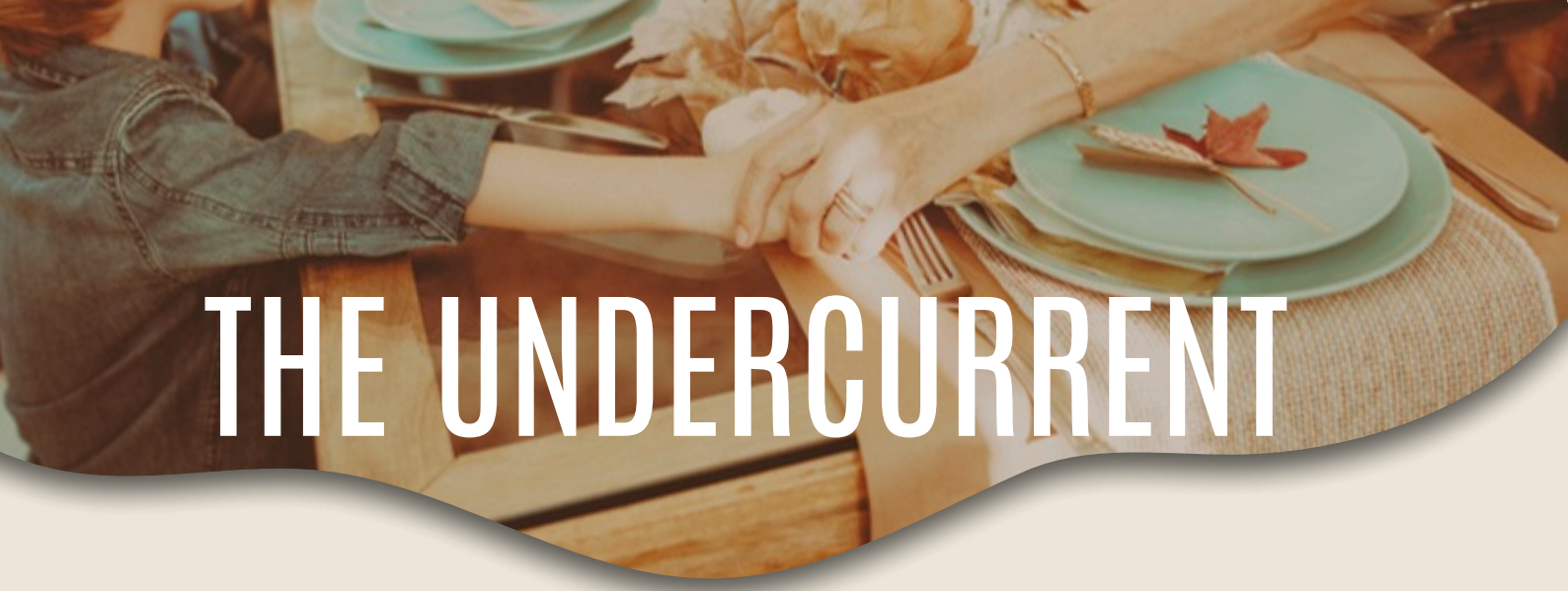
Pass the Gravy

Some of the best marketing happens when people start talking.

Recommendations. Tags. Reviews. "You HAVE to try this place."

You don't always need to be the loudest voice in the room.

THE CUT → Give people something worth passing along



THE UNDERCURRENT

Small is Feeling Big

Big productions aren't the only things getting attention.

Small gatherings. Local businesses. Personal touches. Community stories.

There's something powerful about feeling like you're part of something close to home.

THE SHIFT → Sometimes smaller creates a stronger connection.

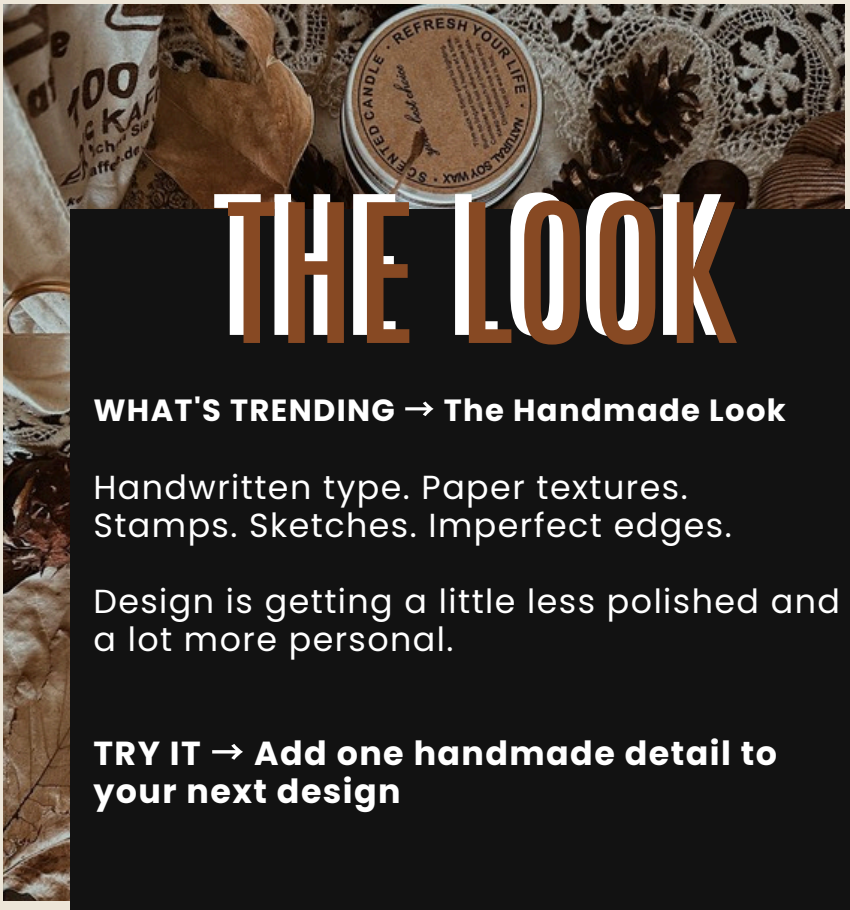
AFTER HOURS

2026 DSU OPPORTUNITIES IN AGRICULTURE

CONNECTING STUDENTS WITH AGRICULTURE PROFESSIONALS AND EXCITING CAREER OPPORTUNITIES!

📅 WEDNESDAY, NOV. 18
🕙 10 AM - 3:30 PM
📍 BIESIOT ACTIVITIES CENTER

Explore careers in agriculture, connect with local businesses and industry professionals, and discover opportunities for your future! Enjoy a career fair, keynote speaker, and student capstone presentations!



THE LOOK

WHAT'S TRENDING → The Handmade Look

Handwritten type. Paper textures. Stamps. Sketches. Imperfect edges.

Design is getting a little less polished and a lot more personal.

TRY IT → Add one handmade detail to your next design