

Storytelling.  
Quite compelling.



**Little stories – whether fictitious “dramatizations” or brief real-world accounts – inject a measure of compelling authenticity to any copy, and reliably boost its readability. In this first of four samples – from a capabilities brochure for a high-level consulting firm – the boxed sections are actual client stories (minus names) that illustrate the particular service being highlighted in that section.**

*E3 Consulting®: A proven track record of critical thinking, innovative solutions, common sense... and extraordinary results.*

## Where could you use **Predictable Success?**

### **Due Diligence**

Due diligence entails the independent analysis of the engineering, commercial, regulatory, and environmental aspects of a project. Whether lender or sponsor, it's crucial to thoroughly grasp the interrelationships between a project's many components. And when you do, you can effectively minimize the inevitable risks arising from technical and financial assumptions related to the construction and operation of the facility.

- ▶ Pre-finance
- ▶ Acquisition
- ▶ Refinance
- ▶ Divestiture

#### **Thinking Outside the Pipe\***

A pipeline company was seeking financing for a major new installation but needed to verify the pipeline's capacity for the lender. However, the proposed test would be expensive *and* would likely delay closing – unacceptable to all parties.

E3's solution? We tested individual compressors at maximum compressor load, then used an independent hydraulic model to determine whether the tested compressors would support full pipeline capacity. Our test identified the main risk to the lender, a risk all sides deemed manageable. The lenders closed the financing package immediately.

### **Creditor Advisory Services**

Distressed loan workout and bankruptcy are complex business scenarios. When these events occur in the energy sector, the complexity added by the facility, deal structure, and market circumstances require specialized talent. E3 Consulting® professionals bring to each restructuring assignment their broad energy industry experience in the areas of engineering, finance, operations, management, and business practices.

- ▶ Power & Fuel Market Analysis
- ▶ Financial Modeling
- ▶ Cash Management
- ▶ Energy Market Analysis
- ▶ Asset Management and Plant Operations
- ▶ Environmental
- ▶ Regulatory
- ▶ General restructuring and business analysis

#### **New Horse, Winning Horse\***

After losing confidence in their original consultants, a lender client asked E3 to conduct a broad project overview of a troubled facility facing bankruptcy. After completion, we recommended a host of organizational changes, received the green light, and within five months of our initial involvement, the project realized substantial positive cash flow. We then helped the client market and sell the project to an energy company for an unexpectedly high price.

\*For full project profiles, see the **E3 Profile** at [www.e3co.com](http://www.e3co.com).

**Over the past 25 years, the E3 team has seen, learned, and implemented a formidable array of conventional and emerging technologies in the arenas of power, oil and gas, and industry.**

#### **Electric Power Transmission and Generation:**

E3's technical expertise spans projects ranging in size from single engine/generator sets to 5,000 MW generating stations, and includes:

- ▶ Combustion Turbines
- ▶ Waste-to-Energy
- ▶ Solar
- ▶ Geothermal
- ▶ Pulverized Coal
- ▶ Fluidized Bed
- ▶ Landfill Gas
- ▶ Biomass
- ▶ Wind
- ▶ Gasification/IGCC

#### **Oil & Gas:**

E3's international experience in this sector ranges from the reservoir, through pipelines and storage to the burner tip, and includes:

- ▶ Long-distance oil, gas, and petroleum product pipelines
- ▶ Refineries and petrochemical projects
- ▶ Reservoir, salt cavern, and above-ground storage facilities
- ▶ Gas distribution and gathering projects
- ▶ Oil and gas reserves

**This is from a capabilities brochure** for a company marketing doctor/patient communication software. To illustrate how a particular feature/service of this would work, I made up stories (in dark green italics) – arguably a more effective device than just a bland product description. One on this page, two on the next.

## TELEVOX DELIVERS ALL THIS...

### LABCALLS

Lab tests are an important part of many medical practices. But patient inquiries throughout the day can result in steady interruptions and time away from in-office patients. Not to mention costly mailings, follow-up calls and phone tag.


With round-the-clock patient access to lab results, LabCalls allows you to deliver enhanced customer service and precious peace of mind to anxious patients. You stay focused on your daily tasks, while patients retrieve their results, on their schedule, day or night.

#### LABCALLS DELIVERS ALL THIS...

- Wide variety of standard or "value-specific" messages
- Assigns messages to patient records by PC ("drag-and-drop") or phone (via prompts)
- Archives all test result messages, allowing easy retrieval
- Extensive reporting documents all system activity
- Daily reports sent via network printer, fax or e-mail
- Patients can leave messages, ensuring crucial two-way communication

*After a cholesterol screening last week, Mr. Johnson left with a LabCalls reminder card, complete with "results available" date. At 10:15 p.m. on that date, he called the dedicated LabCalls line, and using a PIN, accessed his results, delivered in the voice of his personal physician. To double-check the numeric values, he pressed 2 to repeat and then 3 to leave a message for his doctor. LabCalls automatically generated a report entry confirming his successful retrieval of the results.*





THE TELEVOX SYSTEM IS EASY TO UNDERSTAND AND DOESN'T TAKE A LOT OF TIME TO SET UP. IT'S A GREAT REFLECTION ON OUR OFFICE TO BE ORGANIZED, UP TO DATE AND THAT WE CARE ENOUGH TO HAVE THEM KEEP APPOINTMENTS. ”

— Dr. Rodney Hillam and Staff

## INVOX

Whether it's after hours or "on-demand" during busy periods, InVox ensures that your patients can always get through to your office – and to a whole host of services and information. Providing convenient 24/7 patient access, InVox reduces front desk interruptions and streamlines daily phone traffic while keeping your patients "plugged-in" and projecting a progressive, service-oriented image.

### WITH INVOX, PATIENTS CAN:

- Access billing and appointment information (using PINs)
- Page on-call staff for emergencies
- Access basic information such as directions and office hours
- Listen to the customized "Ask-A-Doc" information line
- Leave voicemail for doctors, staff and the front desk

*It's 9:30 p.m. and Mrs. Wilson is paying bills, but has misplaced your invoice. Thanks to InVox, she calls the office and using her confidential PIN, accesses her account balance. Pressing another keypad button gets her the office mailing address while a third allows her to confirm the correct date and time of her next appointment.*

## VOX ON-HOLD

You never want to put someone on-hold. But, when a few patients are settling up at the front desk and several others are checking in, you may have little choice. Vox On-Hold allows you to maximize the waiting time by playing music-tracked informational messages about your practice, specialty, services or staff.

### VOX ON-HOLD PROVIDES:

- Professionally-written message tracks and customized versions
- Capability to produce unlimited number of messages in-house
- No outdated cassette tapes
- Simple PC-based scheduling of on-hold productions
- Recording microphone/headset/script book
- Hours of royalty-free music tracks
- MP3 format for enhanced sound quality
- No monthly fees

*While listening to your Vox On-Hold system and waiting to be helped, Mr. Miller learned that your practice offers a procedure he's been considering. Now, he's got a second (and potentially more profitable!) question to ask when you get to him.*

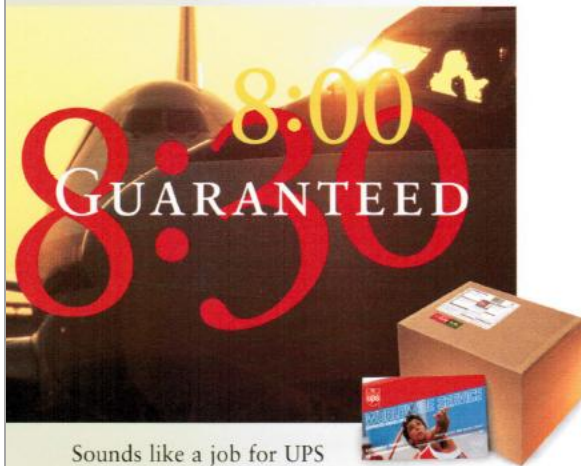
This single-page sample for UPS features a few made-up stories to allow a reader to “test-drive” a particular service by showcasing a scenario for which that service would be a fit (in italics at the top of each of the two columns below).

# NEW!

## Express Early A.M. 8:00

### THE STORY

*It's late Tuesday morning at the eastern branch. Head office calls. Remember the presentation scheduled for Friday? Well, it's been moved to tomorrow morning at 8:30 a.m. I need those slides in the morning — early! 10:30 is too late.*



Sounds like a job for UPS Express Early A.M. — with guaranteed 8:00 a.m. next-business-day delivery to selected Canadian metros, 8:30 a.m. to most others. Optional Saturday delivery is available. Record your Express Early A.M. shipments with the Shipping Record Book, Worldwide Waybill or Shipping Document for Service within Canada.

Need to track your Early A.M. shipment? Optional Verbal Confirmation — a UPS exclusive service — is available. Same-day proof of delivery can be faxed upon request. And of course, count on the UPS TotalTrack® system for guaranteed package status information within 30 minutes. UPS Express Early A.M. to the United States just expanded, with service to many more American cities than before. Call 1-800-PICK-UPS for guarantee details, rates and time-in-transit information.

**Canada's Earliest!**

## UPS SonicAir®

*When tomorrow*

### THE STORY

*It's late morning. One of your best customers calls — frantic. A key machine on his 24-hour production line just threw a part. With no spares on-site, he's dead in the water. Overnight me a replacement, he says. I can do even better than that, you reply. Thanks to UPS "next-flight-out" SonicAir service, the part's on its way within an hour. By mid-afternoon, it's arrived and by second shift, it's been installed. Production is restored at 4:00 p.m., not 10:00 a.m. tomorrow, saving hundreds of thousands of dollars. Think he'll remember you the next time the competition comes to call?*

UPS SonicAir guaranteed “next-flight-out” service for your past-critical shipments to points within Canada and the United States. And it's available 24 hours a day, 365 days a year. When you need it, we're ready to fly. Choose from several delivery options: Express Freight, Hand Carry, Chartered Aircraft, Door-to-Door Delivery and more. Upon arrival, you'll receive automatic delivery confirmation by fax or EDI. And now, time-specific delivery via SonicAir is guaranteed to U.S. destinations, along with scheduled delivery to destinations worldwide. Call UPS SonicAir at 1-800-451-4550 for information and guarantee details.





This sample was an internal piece for BellSouth, directed towards their customer service reps. The goal: Give them the customer's perspective on dealing with BellSouth, with an eye towards improving the service they deliver.

To make the piece more engaging (i.e., more likely to be read), I suggested creating a fictitious story of the sales cycle of a customer, and everything that went into delivering superior service. I created and suggested the idea of VMOT's (Virtual Moments of Truth), as a complement to actual Moments of Truth – the well-known concept in the customer-service world.



# SBS NEWSBREAK

A Special Insert Of SBS Bulletin •

## Moments Of Truth: A Customer's Perspective



Every day, in so many ways, we as SBS team members have the opportunity to build loyal, lasting relationships with our customers. While the most important customer touches are personal ones, the Moments of Truth (MOT) handled expertly every day by our SBTC, BRC, BCC and Mid-Market professionals, there are other non-personal touches — advertising, direct mail, seminars, etc. — that also support the customer/specialist relationship at junctures we can call Virtual Moments of Truth (VMOT).

### In A Customer's Own Words



So, I'm opening up my mail, and I see this **direct mail\*** (VMOT#1) flyer from BellSouth — talking about some services that can help run my small business better. Good timing. Normally, I'd toss it, but with the business growing and adding a few new people, I've been thinking about upgrading my phone service.

So, I call the number on the piece and get one of their small business **communications specialists\***. Really nice lady — Debbie was her name — and she knew her stuff, too (MOT#1). She helps me sort a few things out, but I still have to mull over what makes the most sense for my business. "Can I send you a **solutions brochure\***?" she asks. "It might give you a better feel for your options." Sure, why not?



The next day, I catch some TV and print **advertising\*** (VMOT#2), talking about the very things I'm considering. Work is busy, and it all slips my mind. The next day — what do you know? — the **solutions brochure\*** Debbie promised me is in my mail, complete with her name and phone number (VMOT#3).



It answers some of my questions and mentions BellSouth's Small Business Services website: **www.smlbiz.bellsouth.com.\*** I check it out, and Lisa, the fictional online specialist, steps me through a needs analysis, which answers some last questions I have (VMOT#4). While online, I also notice they've got **OnLine Bill-Viewing\***. Because I usually do the bills after hours — the life of a small businessperson — that's good to know (VMOT#5).

The next day, I call up Debbie to place my order and best of all, they've got this 30-day **Try Before You Buy promotion\*** running third quarter (VMOT#6). Can't beat that. Debbie's great, goes out of her way to handle all the details, and makes me feel really comfortable (MOT#2). Don't find that too much anymore.



A few days later — that sure was quick! — this little **user guide\*** (VMOT#7) shows up in the mail, with a thanks for my order, instructions for all the services I ordered, and phone numbers for **repair\*** and **billing\***. The **installation\*** happens right when they said it would (MOT#3). Looks like they've got all the bases covered.

And a few days later, when I have a question about how to broadcast fax, I call them right back and their **customer support specialist\*** squares it all away for me (MOT#4). All in all, a pretty painless process. I hear BellSouth is an online Internet server — **BellSouth.net™** I think it's called. Might need to look into that (VMOT#8). If they handle that as well as they did this, they may have me as a customer for life...




\* See Glossary on the back of NewsBreak.

This final sample is three examples of state-specific fact sheets (11 in all) created by *The Foundation Center*, a regional association of Southern foundations. The sheets were presented to those states' congresspersons during the annual "Foundation on the Hill" (FOTH) gathering.

The goal: Showcase the impact of foundations to create good in the world (and ensure continued funding). My job: Write one story, based on an interview with a pre-chosen foundation, epitomizing that state's noteworthy foundation-related accomplishments.

STATE OF VIRGINIA

SPOTLIGHT STORY

**Feeding Hungry Minds *and* Bodies...** Imagine trying to concentrate on homework at night when your last real meal was at 11 a.m. Research is clear: chronic hunger negatively affects children's short- and long-term health, behavior, school performance and cognitive development. Enter the innovative Backpack program, provided by the Foodbank of Southeastern Virginia, with funding from the Southeast Virginia Community Foundation and 15 others. The program distributes backpacks full of nutritious, non-perishable foods at the end of school days, and before weekends and school breaks. The 2011-2012 school year saw over 700 children in Chesapeake and Portsmouth receive over 60,000 meals—giving them a fighting chance in school and life.

Foundations		Nonprofits	
Number of Foundations	1,421	Number of Nonprofits	40,684
Total Giving	\$523,753,000	Revenue	\$52,616,892,554
Giving Per Capita*	\$65	GSP%**	12.55%
Total Assets	\$7,550,181,000	Employment	233,100
		State Workforce %	7%
		Total Assets	\$139,390,547,103

The nonprofit sector is the third largest employer in the state when compared to other industries.

Source for economic impact data: *The Economic Impact of Georgia's Nonprofit Sector*, Atlanta, GA: Georgia Center for Nonprofits, 2012.


Source for number of nonprofits, assets & revenue: Internal Revenue Service, Exempt Organizations Business Master File (August 2012). Data is for registered 501(c)(3) nonprofit organizations.

Source for nonprofit employment data: Holding the Fort: Nonprofit Employment During a Decade of Turmoil, Lester Salamon and S.Wojciech Sokolowski, Stephanie L. Geller, Nonprofit Employment Bulletin #39, Johns Hopkins Center for Civil Society Studies, 2012. Data is for 2010.

Source for all foundation data: The Foundation Center, 2013. Data is for 2010.


\* Per capita giving figures in actual dollar amounts. Based on July 1, 2010 resident populations as reported by the U.S. Department of Commerce, Census Bureau, as of March 2010.

\*\*Based on 2010 Gross Domestic Product figures per state as reported by the U.S. Department of Commerce, Census Bureau, as of March 2010.

FOUNDATION CENTER  
Knowledge to build on.

Southeastern Council OF FOUNDATIONS

where grantmakers connect





# STATE OF LOUISIANA



**Keeping the Music Playing...** Louisiana's cultural sector is a critical pillar of its economy, with nearly 150,000 cultural workers—musicians, artists, and restaurant workers—most low-wage employees with little or no health insurance. To protect these precious assets, the Louisiana Cultural Economy Foundation, with funding from the Foundation for the Mid South, hosts medical and mental-health screenings where these workers congregate: restaurants, backstage, at festivals, etc. When problems are identified, workers are referred to healthcare providers for low- or no-cost treatment, ensuring they can keep earning a living. A newsletter distributed to both workers and those that employ them helps build awareness of these support services.

In Louisiana, 83.7% of foundation giving remains in-state.

Based on all grants of \$10,000 or more awarded by a national sample of larger U.S. foundations.

## Foundations

Number of Foundations	479
Total Giving	\$166,644,000
Giving Per Capita*	\$37
Total Assets	\$3,346,747,000

## Nonprofits

Number of Nonprofits	18,210
Revenue	\$17,854,695,202
GSP %**	7.68%
Employment	104,800
State Workforce %	6%
Total Assets	\$43,799,028,556

Close to 84¢ of every dollar awarded by Louisiana foundations stays in the state.

Source for economic impact data: *The Economic Impact of Georgia's Nonprofit Sector*. Atlanta, GA: Georgia Center for Nonprofits, 2012.

Source for number of nonprofits, assets & revenue: Internal Revenue Service, Exempt Organizations Business Master File (August 2012). Data is for registered 501(c)(3) nonprofit organizations.

Source for nonprofit employment data: Holding the Fort: Nonprofit Employment During a Decade of Turmoil, Lester Salamon and S.Wojciech Sokolowski, Stephanie L. Geller, Nonprofit Employment Bulletin #39, Johns Hopkins Center for Civil Society Studies, 2012. Data is for 2010.

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# STATE OF ALABAMA



## SPOTLIGHT STORY

**Continuing Their “Visionary” Work...** Since their inception, Sight Savers America has helped 300,00 Alabama children succeed in school and life, providing eye exams, glasses, contact lenses, surgery, and much more. Children are referred to Sight Savers by various community programs, schools, HeadStart/daycare facilities, and others. In times of uncertain government funding (6400 of the expected 32,000 referrals this year will go unfunded), they’d be unable to continue this level of service without significant foundation support, including from the Eyesight Foundation of Alabama. Through this support, more children can see the blackboard, do their homework, groom themselves, or even recognize a mother’s face.

In Alabama, 90.9% of foundation giving remains in-state.

Based on all grants of \$10,000 or more awarded by a national sample of larger U.S. foundations.

### Foundations

Number of Foundations 795

Total Giving \$169,126,000

Giving Per Capita\* \$35

Total Assets \$2,646,957,000

### Nonprofits

Number of Nonprofits 20,012

Revenue \$12,563,069,633

GSP%\*\* 7.38%

Employment 74,700

State Workforce % 4%

Total Assets \$35,696,177,866

More than 90% of grant dollars awarded by Alabama foundations go to in-state recipients.

Source for economic impact data: The Economic Impact of Georgia's Nonprofit Sector, Atlanta, GA: Georgia Center for Nonprofits, 2012.

Source for number of nonprofits, assets & revenue: Internal Revenue Service, Exempt Organizations Business Master File (August 2012). Data is for registered 501(c)(3) nonprofit organizations.

Source for nonprofit employment data: Holding the Fort: Nonprofit Employment During a Decade of Turmoil, Lester Salamon and S.Wojciech Sokolowski, Stephanie L. Geller, Nonprofit Employment Bulletin #39, Johns Hopkins Center for Civil Society Studies, 2012. Data is for 2010.

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