



THE STORY BUREAU

Creating Stories Worth Remembering.

BRAND STRATEGY • CONTENT • DESIGN • COMMUNICATION

Strategy that thinks.

Words that work.

Design that lasts.



Every business has a story.

The problem is that most businesses never tell it clearly.

They know their products.
They know their services.
They know their industry.

But when it comes to explaining why they matter, websites become cluttered, presentations become overwhelming, social media loses direction, and marketing becomes a race to simply create more content.

More words rarely create more clarity.

THAT IS WHERE WE COME IN.

The Story Bureau helps businesses simplify complex ideas, shape memorable brands, and create communication that people actually remember.



Because beautiful design attracts attention.
Clear communication earns trust.



What We Help You Solve

WE SOLVE THE COMMUNICATION GAPS
THAT HOLD BUSINESSES BACK.



**Your business is growing,
but your messaging has not.**

We help define your positioning, voice
and brand story.



**Your presentations are packed
with information but fail to persuade.**

We transform complex information into
clear, executive-ready communication.



**Your website explains everything
except why someone should choose you.**

We write websites that convert curiosity
into confidence.



Your content feels inconsistent.

We build systems that help every piece of
communication sound like it belongs to
the same brand.



**You have expertise.
We help people recognise it.**

We turn your knowledge into content
that builds trust and authority.

*Clear messaging. Consistent voice. Compelling content.
That is how businesses grow with confidence.*



What We Do

STRATEGY. STORY. DESIGN. GROWTH.

From brand strategy to content and communication, we help you show up with clarity and consistency.



BRAND STRATEGY

- Brand Positioning
- Messaging Framework
- Brand Voice Development
- Audience & Market Insight
- Brand Guidelines



WEBSITE COPYWRITING

- Home Pages
- Service Pages
- Landing Pages
- SEO Copy
- About Us



CONTENT MARKETING

- Blog Writing
- Thought Leadership
- Newsletters
- Case Studies
- Email Campaigns



EXECUTIVE COMMUNICATION

- Pitch Decks
- CXO Presentations
- Sales Collateral
- Internal Communication
- Business Proposals



SOCIAL MEDIA

- LinkedIn Strategy
- Instagram Content
- Brand Storytelling
- Content Calendars
- Community Building

*Everything we create
begins with understanding
your business first.*



WHY WORK WITH

The Story Bureau?

STRATEGY INSIDE. STORY AT HEART.

The Story Bureau is an independent strategy and communication studio.

Every project is led directly by its founder, ensuring *thoughtful collaboration, consistent quality, and a level of care* that larger agencies often struggle to provide.

7 YEARS OF CORPORATE EXPERIENCE.

The business understanding behind every word.

I bring seven years of experience across life and general insurance in roles that demanded clarity, strategy and stakeholder alignment.



Sales Strategy



Key Account
Management



Project
Management



CXO Presentations
& Analysis



Market Research
& Reporting



Cross-functional
Marketing

I understand how businesses make decisions, because I have been part of the room where they do.

BEYOND CORPORATE.

A writer's discipline. A brand builder's instinct.

From writing stories and poems to running an online bookstore for four years, to building a pet content community that earned brand collaborations, storytelling has always been at the centre of what I do.



Short stories
featured in the
top 10% on IWP



Poetry published
on Bookleaf
challenges



Founder, The Purple Box
Online Bookstore
(4 years)



Mao & Miso
Instagram
Community

A one-woman studio. Fully invested in your story.

Direct collaboration. Clear communication. Real results.

How We Work

A SIMPLE PROCESS.
THOUGHTFUL COLLABORATION.

We keep the process clear, collaborative
and focused on what matters most—
your goals and your audience.



01

Discover

We start by listening—understanding your business, audience, challenges, and what success looks like for you. The more we understand, the better we can communicate.



02

Define

We clarify your positioning, shape your message, and define the story you want to be known for. This is where strategy meets story.



03

Design

We craft the words, visuals, and systems that bring your story to life across every touchpoint. Clear. Consistent. On brand.



04

Deliver

We deliver polished, purposeful assets and help you show up consistently—so your message creates impact, every time.

No layers. No handoffs. No fluff.

As a one-woman studio, you work directly with me from start to finish. That means faster decisions, deeper understanding, and a level of care that only comes with personal ownership.



Direct Collaboration



Consistent Quality



Thoughtful, Personal Care





THE STORY BUREAU
Creating Stories Worth Remembering.

Good communication is not about saying more.

*It is about making
every word matter.*

Whether you are launching a new business,
refining an established brand, preparing
for investors, or simply trying to
communicate more clearly—

The Story Bureau helps transform ideas
into stories people remember.

★
LET'S BUILD SOMETHING
worth remembering.



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