

DEAD COOL STORYTELLING CO.



FREE CHECKLIST FOR VENUES

BEIGE TO BRILLIANT.

Is your venue's history putting visitors to sleep? Tick what applies, then try the fix. Most venues have brilliant stories. They've just been dressed in beige.

1

It starts with "Built in..."

☐

THE GOSSIP TEST: Tell the story to a friend as if it's scandal over a cuppa. Whatever you naturally say first? That's your new opening line.

2

There are more dates than people.

☐

CAST YOUR VENUE LIKE A FILM: Pick the hero, the villain, the sidekick and the mysterious stranger. If you can't cast it, you don't have a story yet.

3

Nobody is described as annoying, brave or ridiculous.

☐

WRITE THEM A ONE-STAR REVIEW: Imagine your venue's most infamous resident as a hotel guest. What would they complain about? Their personality appears in minutes.

4

Visitors read the first line and wander off.

☐

THE DOUBLE-SPEED TEST: Record yourself telling it, then play it back at double speed. Wherever you got bored, so did they. Cut that bit.

5

Your staff can't tell it without checking the folder.

☐

PUB QUIZ NIGHT: Run one for your team on the venue's five strangest stories, with a prize. Staff who've had fun learning it tell it better than any script.

HOW BEIGE IS YOUR VENUE?

0-1 TICKS

Nicely done. Your story is in good shape. Keep polishing.

2-3 TICKS

Some beige creeping in. Pick two fixes and try them this week.

4-5 TICKS

Full magnolia. Don't panic. There's a cracking story under there.

YOUR 10-MINUTE CHALLENGE

Pick ONE fix from page 1 and try it today. Just one. Small change, big difference.

THE FIX I'M TRYING:

BONUS: THE 10-MINUTE LISTEN

Stand in your busiest spot for ten minutes and listen to what visitors ask. Write the questions down. Those questions are your next story.

READY TO GET OUT OF BEIGE?

We dig out the troublemakers, the secrets and the local gossip, then help your team tell it so visitors say "Blimey, I didn't know that!"

EMAIL: hello@darkhistoryuk.co.uk