Back to the future. Where people matter

OUR CASE FOR: The generational Power of Voice & Treasure of a "real story's" affinity to emotionally engage, grow and entertain your circle of influence.

Simplify brand reach - across all generations, softly and more sincerely than ever before.

The Voice Library.net
EXPERIENCE LIFE THROUGH PEOPLE
The Voice Library is a remarkable storytelling service that is fun and easy to use for all ages and skill levels. Our technology simply lets you share life and teach or present an idea in a more soulful and emotionally interactive way—anytime, anywhere in one secure, universal place.

What is TVL?

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Why use TVL?

Emotionally connect your brand in a remarkable way. “Your story” simply in the power of your voice, the most passionate, engaging, human way to bond with your customers. Key features include ease of use, flexibility, affordability, long term value and anytime-anywhere access.

Executive Summary
The battery to your brain is your ear

The Problem

- Aging of America
- All the same touches, all the same noise
- Clients & Customer’s short attention span (6 seconds)
- Revenue = touches x times x hrs. to convert

The Solution

- A new, different kind of touch!
- A more intuitive, human, soulful way to connect
- Keeps attention span for longer (6-19 minutes)
- The Voice Library is a remarkable storytelling service that is fun and easy to use for all ages. Our technology simply lets you share life, teach, or present an idea in a more soulful and emotional way. Anytime, anywhere in one secure place.
Projected change in number of Americans, by age 2000-2020

- under 14: 7%
- 15-24: 8%
- 25-34: 7%
- 35-44: 3%
- 45-54: 54%
- 55-64: 73%
- 65+: 54%

Source: Census Bureau 2000

Did you know?

A goldfish has the attention span of 9 seconds and humans have the attention span of 8 seconds.

Attention spans have been decreasing since 2000—12 seconds versus 2015—8 seconds.

The Voice Library keeps people’s attention span higher at 6-19 minutes.

http://www.statisticbrain.com/attention-span-statistics/
Managedcaremagazine.com
Everyone loves the gift of a Great Story

Longfellow said it best:
“The Gift of the Human Voice is the Organ of the Soul”

Research
• Therapeutic and emotional global studies: health and wellness values from storytelling for both the teller and the listener

Social Trends
• Growing internet search segments: genealogy, legacy and ancestry

Demographics
• The aging of Americans “Silver Tsunami” is accelerating
• Average family size = 4
• 45 million households = 3 or more generations

TVL “Generational Touches
Potential Impact Opportunity
Build connections between 3 generations

What are you doing differently to capitalize on these basic facts?
The Power of Storytelling

01. MRI scans reveal that when we read words like “perfume” and “coffee”, our primary olfactory cortex activates.

02. Individuals who frequently read fiction seem to better understand other people and display greater empathy.

03. When someone listens to a character-driven story, their brain immediately floods with oxytocin, a love hormone.

04. Our brain will ignore clichéd words and phrases – a phenomenon that scientists theorize is caused by loss of storytelling power.

05. The “hero’s journey” story model is the foundation for half of all Hollywood movies and the majority of the most-watched TED talks.

06. The hormone cortisol is released during the rising arc of the story, prompting a powerful emotional reaction even when the listener knows the story is fiction.

echostories.com
Our pitch to you

Advantages

TVL > Social Media

- White label opportunity—corporate gifting
- Access via mobile app and computer
- Own and control all content and intellectual property
- No sale’s gimmicks or advertisements
- Easily transfer old technology to new
- One affordable, simple, secure place & easy for all ages to use
- No performance or appearance anxiety
- Share by personal invitation only

B2B Partner Program

- A remarkable storytelling platform
- Support/build added value - expand across generations
- Your brand becomes a soft & subliminal treasure—key sponsor of ongoing family events
- A fun family learning legacy activity

Features

- Private/white label experience
- Flexible, affordable, creative
- Priceless long term value
- Ease of use all generations or skill level

Uses

- White label gift to valued contributors, sponsors & events
- Special events and family legacy activities
- Loyal, emotional brand builder
- Added value/grow your social media campaigns
To get started and learn more, contact Al Brandano:

Al Brandano  President
603-365-0955
alb@thevoicelibrary.net

14 Front Street, Exeter, NH 03833