

# Becoming a reporting rockstar

**MIKE**  
Carlton  
**Uncorking  
a Story**

The #1 thing most  
researchers get  
wrong when starting  
a report or  
presentation



# Mike

# Carlon

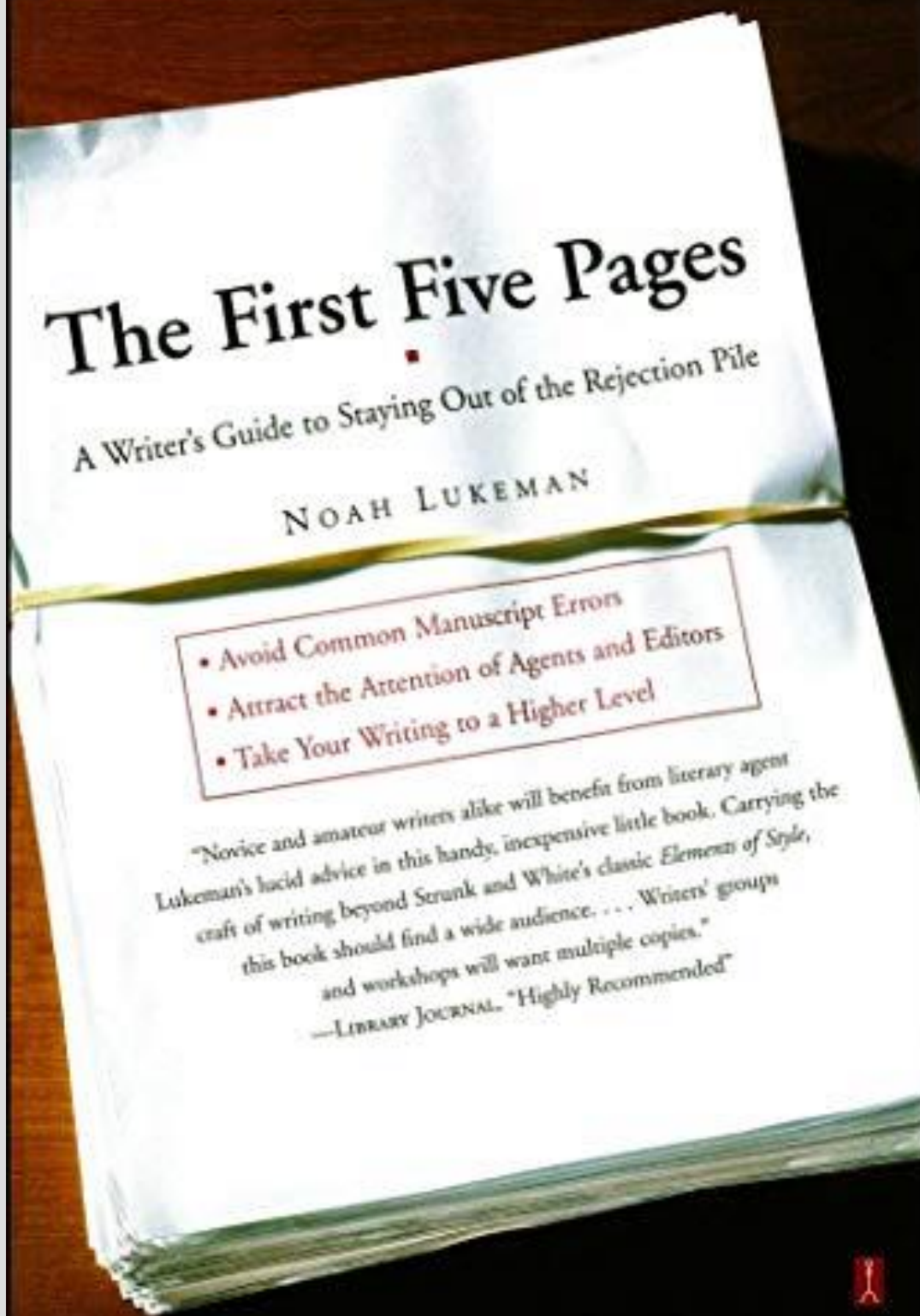
30+ Episodes

Host of *Uncorking a Story*

Qualitative Researcher, started working in the research industry in 1996

Author of 8 Novels





The first 5 pages  
of a novel are the  
most important

Singer /  
songwriters do  
this very well



“Just yesterday morning, they let me know you were gone.”



"As I walk through  
the valley of the  
shadow of death /  
I take a look at my  
life and realize  
there's not much  
left."



“There must be  
some kinda way  
out of here / Said  
the joker to the  
thief.”





“There must be  
some kinda way  
out of here / Said  
the joker to the  
thief.”



“There must be  
some kinda way  
out of here / Said  
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thief.”

Before you can  
become a reporting  
rockstar, there is one  
big hurdle you have  
to jump



The self-limiting belief that, because you are a researcher, you are not a storyteller.



# Market researchers and storytellers share 5 traits



Curious



Empathetic



Vulnerable

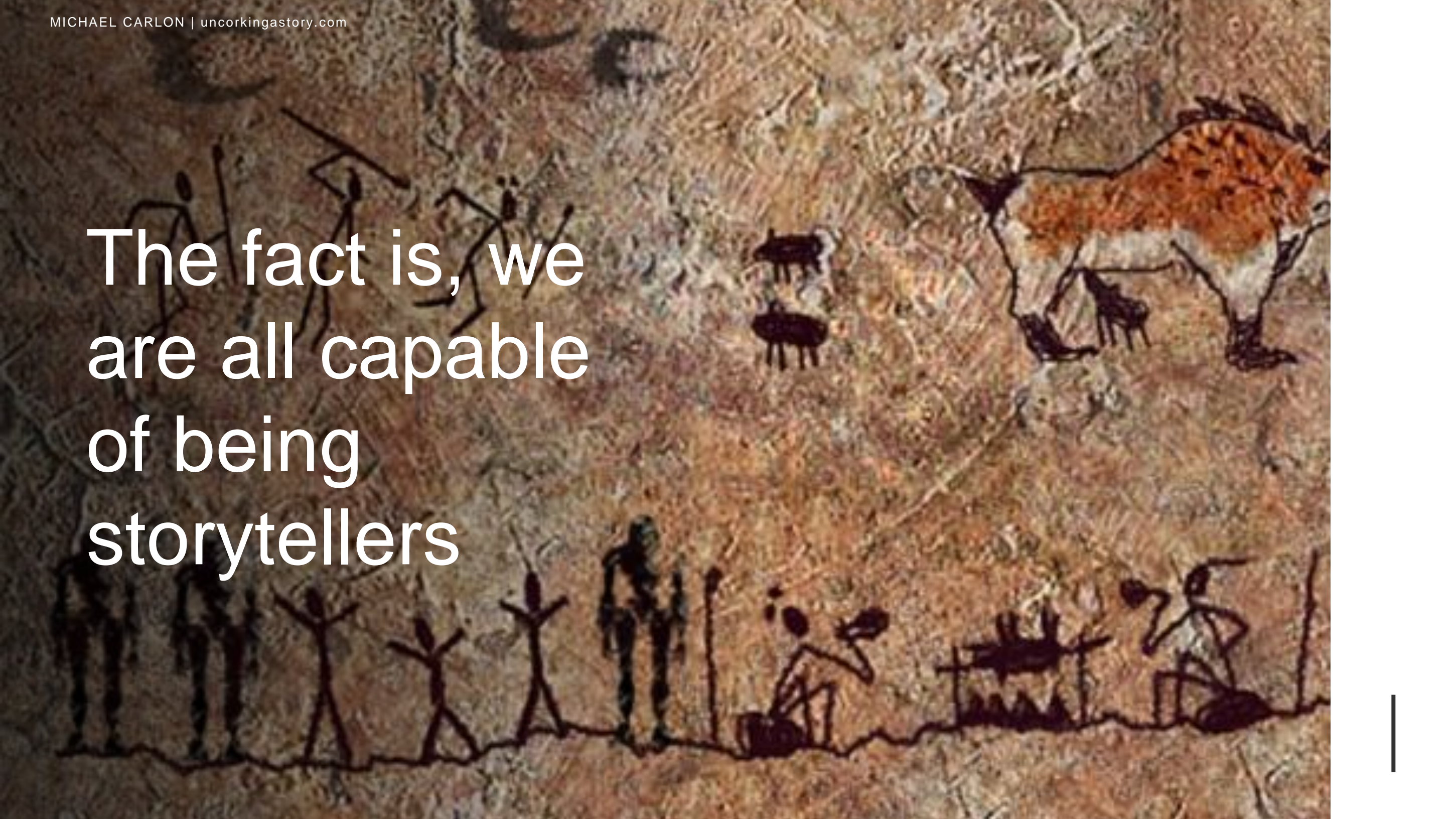


Collaborative



Share our  
Truths

The fact is, we  
are all capable  
of being  
storytellers



One common  
misconception is that  
writing a story is a  
solitary activity

The Miro board displays several key design artifacts:

- Entrevistas-In...**: A grid of notes and diagrams from initial interviews.
- Entrevistas Usuário**: A grid of notes and diagrams from user interviews.
- Journey**: A horizontal flow diagram with stages labeled "Laundry behavior", "Washer usage", "Brand and product placement", and "Sustainability".
- Nielsen Cong**: A diagram showing a grid of yellow and blue blocks, likely representing Nielsen's Cong framework.
- Concept table**: A table with columns of colored blocks (blue, pink, yellow) representing different concepts.
- Frame 1**, **Frame 3**, and **Group #1**: Wireframes and structured content blocks, including a purple header for "Group #1".
- Structure**: A diagram showing the layout of "Frame 1" with sections for "Laundry behavior" and "Washer usage".

# Tool 1: Miro



# A collaborative whiteboarding tool



Houses all aspects about the project in 1 spot.



In this example, key findings from each interview are included (though this will work for quantitative findings as well).



We worked collaboratively to cluster observations into key themes, which we then wrote insight statements for.



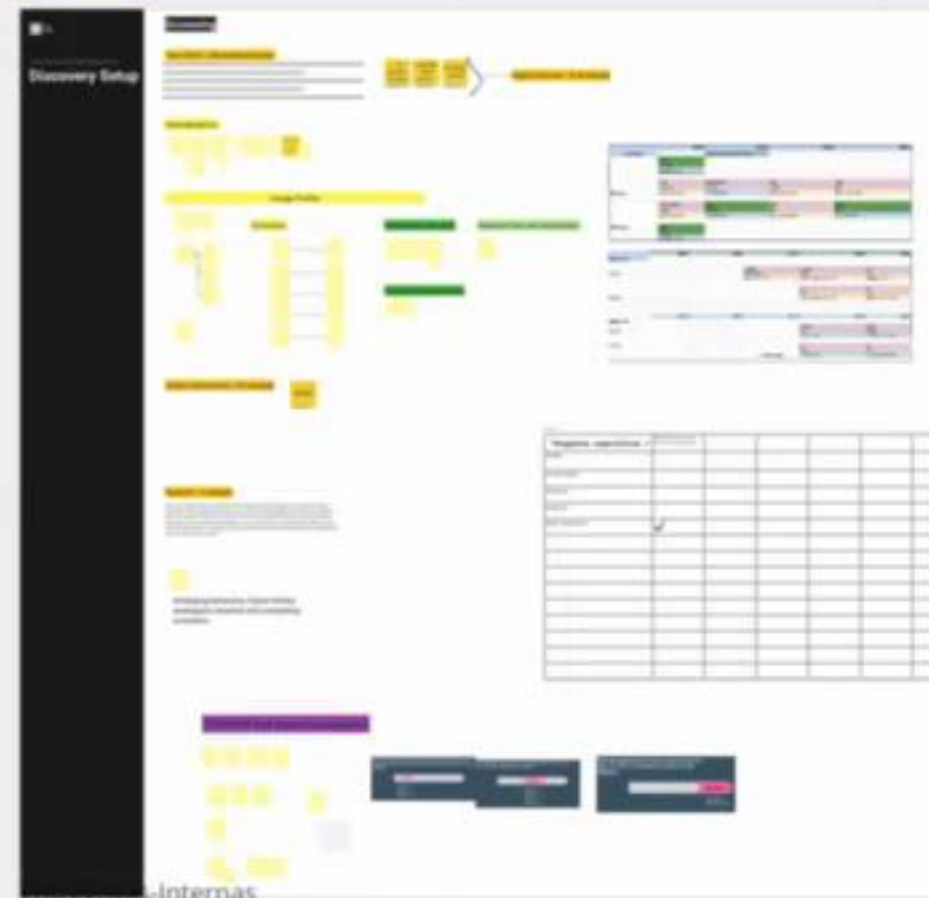
We then storyboarded our presentation right in the tool.





# DISCOVERY

## Screening



## Internas



# Tool 1: Miro



# narratives need structure



# The Three Act Structure

WRITERS



Introduce readers to the world of the novel. Inciting incident.



Series of events meant to challenge the protagonist.



Climax, fallout, and resolution.



Setting up the life of the consumer as they are today (before an innovation). Reveal unmet needs.



Seeing unmet needs in action. Illustrate frustrations and tensions.



Show how life changes (or can change) when Solutions are given.



MARKET RESEARCHERS

MICHAEL CARLON |  
uncorkingastory.com



Now it is time to  
share the story



# Hack 1: The 555 rule

No more than  
5 words per line  
5 lines per slide  
5 text-heavy slides in  
a row



# Hack 2: 8 rules for slide titles

- Make them clear and concise
- Make them relevant
- Make them interesting
- Make a point
- Use active language
- Be Specific
- Use Keywords
- Avoid unnecessary words



Click bait  
writers do  
this well  
Boy (10)  
Thinks He  
Saves “Dog,”  
When He  
Sees What It  
Is, He Turns  
Pale



# Strong and weak headline s



Company history



Why our company is the best choice for your needs



Our products



How our new technology is transforming the industry



Situation Analysis



The top five trends that will impact your business in the next year



Now bring the wow

🔍 Search your content or Canva's



Create a design

nt designs

# Tool 3: Canva



quare  
ost



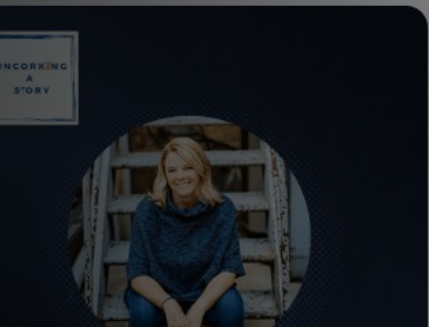
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Instagram Post



Copy of Cort Large  
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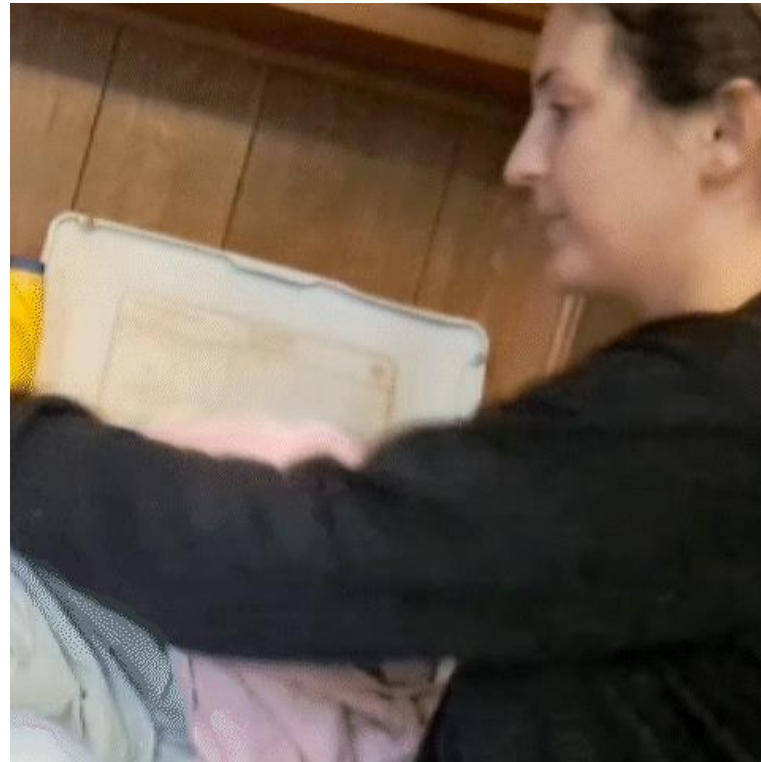


# Canva

Online design and publishing tool

Mission to empower everyone in the world to design anything and publish anywhere.


Free to use, subscription required for more advanced features



# Hack 3: Use Gifs

While video clips are a powerfully storytelling tool, did you know you can create gifs from footage to help drive a point home?



di\_graphics  
 Clients  ...  
 verpoint presentation  
 r pitch deck design



Ad by pptx\_master  
 Top Rated Seller  
 I will create master class  
 powerpoint presentation  
 ★ 5.0 (613)  
 STARTING AT \$70

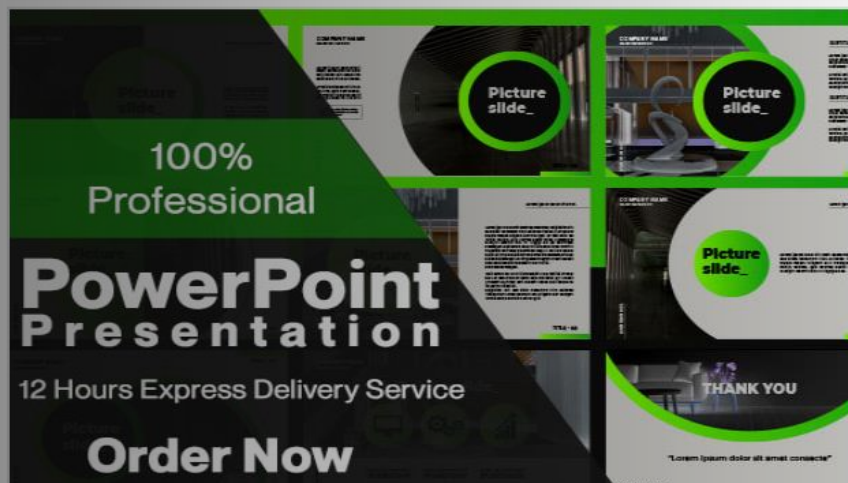


Ad by farhanshahid101  
 Top Rated Seller  
 I will design powerpoint  
 presentation ppt slides pitch deck  
 ★ 4.9 (55)  
 STARTING AT \$95



ashik\_arif  
 Top Rated Seller  
 I will design  
 powerpoint :  
 ★ 5.0 (383)

# Tool 4: Fiverr





# fiverr

A global online marketplace for freelance services.

Connects freelancers with individuals and businesses looking to hire on a per project basis.

Costs vary depending on project specifics.





# Final Thought

Don't be afraid to  
engage

Your audience



# Q&A

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# LET ME UNCORK STORIES for you!

I take on select clients for high-touch qualitative market research projects through **engaging conversations** with **dynamic deliverables**.



Find the Narrative, Share the Story.



Contact  
Me!



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