

STORY TELLING

BASIC INTRODUCTION

We live in a world where every bottle on the back of the shelf has a story to tell with sometimes decades of history of what happened to the brand & the people around it. Alcohol brands are steeped in history that is closely intertwined with the world around us. Royalty, celebrities & presidents have been enjoying alcoholic beverages since their inception with wars sometimes being fought over the very ingredients you put in your cocktail.

As a bartender we're often put into the position of being the story-teller that shares these adventures to our guests through conversation & our creations like a sort of preacher from the cult of the cocktail. Compared to the stories of mighty empires, famous actors & politicians our own personal lives can seem quite boring in comparison. It sometimes feels like we're stuck in a loop of doing the same thing over & over again even if we chose the bar life to get away from the monotony of 'normal people'.

What is I told you that was all in your head?

EVERYTHING YOU DO IS A STORY?

We've all heard of William Shakespeare & his infamous play 'Romeo & Juliet' that has been retold over & over again in a million different ways & mediums. Interestingly enough ever since human beings have learned to write we have analysed our very own stories to find patterns in storytelling. Essentially if there are classics in cocktails there are also 'classics' when it comes to story-telling & those are called the 7 Basic Plot Points:



Every story ever created follows one of these basic plot points.

The key is understanding them properly & finding patterns in your life that fit the narrative you can portray. Essentially most of the 'mundane' work you do in a bar can be translated into these plot points. The next step from identification is capturing those moments & finding ways to correctly communicate them to your audience. The 'salt & pepper' seasoning is your opinions & emotions while going through the process of sharing your 'story'.

ROLE-PLAY TIME

To help better elaborate what this looks like in a practical example let's use a hypothetical scenario that occurs in a bar at least once a month:

Scenario: Stock Take

Story Details:

You do into work, do a shift, stay longer because you have to do stock take, get a kebab after you're done & get home late.

Platform:

Instagram Stories

Potential Plot Points:

1. Coming to & from work // The Quest // Subplot
2. Stock Take // Overcoming the Monster // Main Plot
3. Any funny moments, difficult moments, kebab // Comedy // 'Seasoning'

Instagram Stories -

Below find a list of stories that could possibly show an example of how this could go down with a small description of the action.

1. Getting ready for work.

Action: Picture of your coffee, breakfast, sunrise, brushing your teeth

Detail: Text 'Today is THAT time of the month. Yup everyone's favourite. STOCK TAKE. Guess who's the lucky one this time...' or something similar.

Why: Mundane routine everyone has followed by a pain of the reveal of 'The Monster' of today's plot storyline.

2. Travel to work.

Action: 15 second story of your bus/train/metro as it goes to work OR picture of your bike/skateboard/method of transport.

Detail: Text or your speech.

Option 1 - 'Why does the train to work take so much longer on Stock Take day?'

Option 2 - 'This skate to work is the only happiness I will get today'

Why:

Option 1 - You're doubling down on the pain of the day. Emotionally connecting to all other bartenders doing the same thing.

Option 2 - You're sharing a personal hobby. Emotionally connecting to all other bartenders doing the same thing.

3. Get to work & prep the bar

Action: 15 second story of you walking in OR Picture of the bar from the outside/inside OR picture of your prep station.

Detail: Text or your speech.

Option 1 - 'Here we GO!'

Option 2 - 'Lets get this party started!'

Why:

Option 1 - You're hyping yourself up & you audience to what's to come.

Option 2 - You're being sarcastic about prep/shift/stock take being a 'party' even though its work.

4. Bar is Open

Action: 15 second story OR Photo of your team/selfie of you ready for the shift/Open sign of the bar/you having a pre-opening coffee

Detail: Text or your speech.

Option 1 - 'Bar is OPEN. Come at me!'

Option 2 - 'Team is ready, bar is prepped & I've had my caffeine. Lets do this!'

Why:

Highlighting your team, keeping it positive, sharing that the bar is open to any regulars who might follow you etc.

5. Mid Shift

Action: Photo/15 Second Story. You're having a break. Possibly eating some food in the back, sharing a drink ordered, an interaction with a guest, maybe having another coffee etc.

Detail: Text or your speech.

Option 1 - 'Somebody ordered a Widows Kiss today. No idea how to make it had to pretend we didn't have an ingredient so I could google the recipe. Do you know what's its a Widows Kiss?'

Option 2 - 'Todays staff food & the super comfortable table to eat it off. Just bartender things'

Why:

Either way you're sharing how the shift is going. You're using humour to lift the atmosphere up & connecting with other bartenders who live the same life.

6. End Shift/Clean Up.

Action: Picture of all the glassware/plates just after close that is piled up from the shift.

Detail: Text or your speech.

Option 1 - 'We're almost at the final boss. Just have to clean this up!'

Option 2 - 'Busy night!'

Why:

Keeping the energy going, showcasing the situation in the bar, humour to keep it going.

7. Stock Take

Action: Picture of the Stock Take app/Excel print out you have to fill out. Possibly a bottle of Jameson Whiskey you've just measured.

Detail: Text or your speech.

Option 1 - 'One bottle down with 1,000 to go!'

Option 2 - 'How much do you think is in here? They say 500ml but i'd say 600!'

Why:

You've begun the battle. This is it!

8. Stock Take

Action: Picture of your pen which run out of ink or a broken pencil. Small video of you scrolling through a huge excel.

Detail: Text or your speech.

Option 1 - 'A broken pen/pencil mid stock take. Just my luck!'

Option 2 - 'it never ends...'

Why:

It is a painful & difficult battle. You're struggling.

9. End of Stock Take/Kebab or Pizza Time

Action: Picture of the food or of the finished work. You eating & celebrating with your colleagues.

Detail: Text or your speech.

Option 1 - 'Victory at last!'

Option 2 - 'I deserve this'

Why:

The monster has been overcome. Other bartenders can feel your sense of joy or can connect with the feeling or not having to do stock take for another month.

10. Home

Action: Picture of your bike/skateboard OR the metro/taxi home.

Detail: Text or your speech.

Option 1 - 'Not as fun as going to work'

Option 2 - 'Where is my bed?!'

Why:

Wrapping up the subplot of coming to & from work.

WHY + MORE

Everything described above happens to bartenders worldwide every single month. You can replace the details, change up the structure, amend based on your personal circumstances & of course job requirements. You can infuse with your own voice, sense of humour or emotions at the time. Little things will happen during these days that can make this basic structure much more exciting & unique to you & your situation.

Things to note:

1. The hardest thing when sharing things on social media is learning to correctly identify moments moments to capture. Something we're too busy living in the moment to take out our phone & capture it. This takes practice & discipline but as you get more & more used to creating content you will almost open up a 'third eye' for possible content.
2. Remember its not about you but about the viewer. They are only seeing what you show them through the photo/short video so they wont necessarily understand the full context if you don't explain it.
3. Don't repeat but template. Maybe last month you focussed on the stock take but you skip it the following month so as to not create 'content fatigue' which is when your followers become bored of you doing the same thing over & over again.

Now go out there & show me what you have bartenders! I'm sure bartending all over the world is more varied & fun than we all thing it is.