



KK Creative Content

A Simple Structure for Content that Connects

The Story Bridge™ is a four-step storytelling method designed to help you turn everyday experiences into meaningful content for LinkedIn, YouTube and digital media.

It's simple, ethical, human-centred — and powerful. Use it whenever you want to build connection, spark reflection and share your message with confidence.

CAPTURE – HEADLINE
CONNECT - HOOK
CATALYST- SHIFT
COLLABORATE - CTA

What is THE STORY BRIDGE™

Structure

1. The Opening *CAPTURE - Step Onto the Bridge*

A statement, moment, or question that asks your audience to step into the story.

2. The Human Moment *CONNECT - Meet in the Middle*

A relatable insight, challenge, or truth.

3. The Shift *CATALYST - The Crossing*

What changed? What did you learn?

4. The Invitation *COLLABORATE - The Other Side*

Offer a reflection, action or takeaway.



Lead WITH PASSION
AND PEOPLE WILL FOLLOW

Don't overthink it!

Often we can get caught up in our word choices, question if we sound knowledgeable enough, smart enough, enough enough...

Think about what you want to say, why you want to share it, who is it for, and how will it land - then write it as if you were telling one person.

A friend if it's casual, entertaining or educational, a respected elder if it requires broader engagement and inclusivity.

WHY? Because this type of writing is how you speak - human! PLUS, you can adapt it to suit audio visual content. First person, authority that builds your profile as an expert, and connects with people authentically.

There's nothing new under the sun, or the moon just a different perspective - YOURS! Make it resonate and attract your ideal client or build a community for change.

Need some help? Join me in the Masterclass!

Craft Your Message

Why Storytelling Matters

Storytelling is a bridge - not a platform.

When you share authentically, with intention and integrity, you offer your audience a way to walk beside you, to learn with you, and to see themselves in the story.

Make it about them...clarity - trust - connection.



Working with individuals and organisations for more than a decade has produced such outstanding results, many have volunteered testimonials on LinkedIn - the power of stories that connect in action.

Deb Allan

Manager of the Mackay Manufacturing Hub

“It’s rare to meet someone as talented and inspiring as KK! As a digital media creator, storyteller, children’s author, and podcast host, she has an incredible ability to craft narratives that captivate and connect audiences.

I’ve been fortunate to have Kim as a mentor in storytelling, and her guidance has been pivotal in shaping my skills and confidence. She has taught me the art of creating compelling stories and the importance of empathy, curiosity, and authenticity in every narrative. Her creativity, passion, and dedication are truly unmatched.

If you’re looking for someone who can bring stories to life and inspire others, I recommend Kim Kleidon. She’s a true storyteller and an incredible mentor.

Praise

What’s Coming?

- Group Workshops Online (LIVE & DIY)
- Team Workshops In-person
- 1:1 Coaching (DIY/DIWY/DIWYFY)
- IMPACT not EGO - 2027 Book Launch
- Speaking - The Power of Stories for Impact

Contact Info

Email: kim@kimkleidon.com

Website: www.kimkleidon.com

Address: PO Box 8701, Mount Pleasant Q 4740