



Jo Johnson



The Content Coach
Growing business through storytelling

Jo is a coastal-dwelling, storytelling kind of gal. An author, dancer, mother and lover. She's been a word-nerd her entire life, and a business babe for half of it. Her passion for all things online began with shopping but quickly morphed into marketing, advertising, communications and content. With a pedigree that includes TMP Worldwide, PricewaterhouseCoopers, Morgan & Banks, Country Road and realestate.com.au, she certainly knows the corporate ways. But her buzz now comes from helping the new breed of business owners and entrepreneurs find their own voice amongst the noise, and grow in confidence - and revenue - by sharing their stories.

Jo understands the frustrations people have with marketing themselves and their services: clarity of message is often elusive; trying to keep up leads to overwhelm; and creativity and confidence gets stifled. She also knows that when you find the way to deliver your value through everyday moments, in your unique voice, that your marketing stops feeling hard, you cease feeling like a fraud, and your audience begins to lean in, to relate, to trust you...

"Storytelling beyond the campfire"

Facts and figures don't sell, stories do.

Learn how to uncover the power of stories for effective content marketing and relationship building.



"Your pitch, their transformation"

No more over-rehearsed diatribe.

Learn how to use story in your sales pitch to increase connection, cut-through and conversions.



"Perfect content doesn't exist"

There will always be one duck out of line before you hit publish.

Learn how to quash the perfectionist bug and create - and publish! - content efficiently and confidently

Connect with Jo

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