**How To Mine Internal Sources For Compelling Content**

Content creators should look within organizations for interesting origin stories that demonstrate how a business "solved a problem, challenged the status quo or turned an industry on its head," suggests Ann Wylie. Product development histories can be mined for compelling content, and lists of award winners can be better dramatized by focusing on individual human achievements, Wylie writes.

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[*https://www.prsa.org/article/3-ways-to-create-a-brand-story*](https://www.prsa.org/article/3-ways-to-create-a-brand-story)

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[*https://50wheel.com/wp-content/uploads/2018/04/evaluating-video-content-creation.jpg*](https://50wheel.com/wp-content/uploads/2018/04/evaluating-video-content-creation.jpg)