BUSINESS NOTE

# Barry on why an origin story sells

Nathan Barry's podcast episode with Philip McKernan, author of One Last Talk, argues that the story a creator leaves out of their content can be the reason someone connects with the work. McKernan, who has coached Olympians and consulted with the US Army, walks through a framework tying story, gift, and impact together.

A seller of books or printables can put that framework to work on a product page by opening with the moment that started the project. A guided journal for people leaving a long career, for example, could begin with a short note on the seller's own uneasy last day at the office, which gives a browser a reason to trust the prompts inside.

Source: Nathan Barry, AI Can't Copy This: Why Every Creator Needs an Origin Story in 2026 | 150
https://nathanbarry.com/ai-cant-copy-this-why-every-creator-needs-an-origin-story-in-2026-150/