

Business Description Story Starter Worksheet

If you don't consider yourself to be a writer – or just want some help getting started with the messy first draft of your business description – we created this fill-in-the-blanks worksheet for you. Below are examples of different story types to test out and adapt to fit your needs. These story starters are meant to get your creative juices flowing, but you should rework them until they sound authentic to you and your company.

The One-Sentence Story Starter

[Company Name] helps [target customers] to [describe the challenge you help them overcome or the benefit you help them receive] by [what you do].

The Problem-Solver Story Starter

Today, [target customers] face [describe the challenge in detail]. [Company Name] in [location] has been helping [target customer] overcome this since [year you launched]. Along the way, we've [describe any challenges you've overcome or successes you've had, specifically ones that help illustrate how you solve problems for your customers]. As a result, our customers are [describe how your customers are better off, how their lives are easier, or whatever the benefit is that they receive]. Learn more at [website URL, social media handles, or whatever way you want customers to connect with you].

The Expert Story Starter

[Company Name] in [location] has been [what you do] for [number of years]. We have grown from [add a detail about when you first started] on our journey to [aspiration or vision statement]. Along the way, we have combined our expertise in [add detail #1] and [add detail #2] to [whatever differentiates you from your competition]. As a result of our unique [approach, product, etc.], our customers have [describe the outcome or result your customers receive as a result of your product or service]. *Optional sentence about awards and recognition:* Our work has been recognized by several organizations through the years, including [list any awards or recognitions you've received]. Learn more at [website URL, social media handles, or whatever way you want customers to connect with you].

The My Company is Going to Change the World Story Starter

[Company Name] in [location] wants to [aspiration or vision – it should be an outcome that inspires your target customer]. We have been working toward this since [year company launched]. Along the way, we have [add some details about one or two challenges you have overcome or successes you have had]. Today, our [number of employees] are committed to [explain what differentiates you from your competitors]. Learn more at [website URL, social media handles, or whatever way you want customers to connect with you].

The Humble Beginnings Story Starter

In [year], I [describe challenge you faced]. We had a choice – we could either give up or find a way to solve the problem. We wanted to help [target customer] to [overcome challenge], so we launched [company name] in [location] in [year]. Today, we [describe your product or service] but we do it by [how you're different from the competition]. Learn more at [website URL, social media handles, or whatever way you want customers to connect with you].

Looking for more help?

Worksheets, toolkits, advice and more are available at www.discoveryandstory.com.