

# STORYTELLING FOR SMALL BUSINESSES



## HOW TO WRITE YOUR BUSINESS DESCRIPTION

A DISCOVERY + STORY WORKBOOK

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### STEP 1: DISCOVER YOUR STORY

#### EXERCISE 1: DEFINE YOUR IDEAL CUSTOMER.

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#### EXERCISE 2: THOUGHT STARTER QUESTIONS ABOUT YOUR BUSINESS

1. What is your product or service?

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2. Who is it meant for?

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3. How do you make their lives better or easier?

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4. What challenges do you help people overcome?

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5. How would you want your customers to finish this sentence: After I bought (or hired) \_\_\_\_\_, I was able to \_\_\_\_\_?

6. Do you have any success stories of customers who have done this? Are they willing to be quoted? If not, can you change the identifying details to still be able to share the general journey and outcome?

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7. How do your competitors do this?

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8. How are you different from your competitors?

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9. Do you have any usual training, hobbies or education that allows you to approach the problem differently from your competitors?

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10. What are the two or three objections (e.g., price, complexity, etc.) you hear from potential customers?

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11. How can you get them around those objections?

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12. What is your vision or aspiration for your company?

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13. What is your company's mission?

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14. Why are you passionate about this topic?

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15. Why did you start your business?

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16. How long did it take you to launch?

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17. What were the big challenges you faced along the way?

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18. How did you overcome these challenges?

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19. What were the big successes or highlights along the way?

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20. If you have employees, what is your company culture? Company values?

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21. Anything interesting about your employees? For example, is it a true family run business with your parents, brothers and sisters all involved? Or, is a group of people who met in college and decided to start their own company a few years after graduation?

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22. Do you do anything to promote good corporate responsibility? For example, does the company donate a percentage of profits to charity? Or donate products? Or do pro bono work? Or encourage employee volunteerism in their communities?

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23. What is your company's personality? Funny? Compassionate? Energetic? Responsible?

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24. How much of your business is from repeat customers?

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25. Are there any data or stats on the industry, the big challenge(s) you solve, etc. that would help describe what you do or why you do it?

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**EXERCISE 3: PRIORITIZE**

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- 2. \_\_\_\_\_  
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- 3. \_\_\_\_\_  
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**STEP 2: WRITE YOUR MESSY FIRST DRAFT**

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