

Creating Your Story

Your business story needs to be told in a way that captures your target market and entices them to interact with you. Let's start by discovering the why behind the inspiration to start your business and why you do what you do. Spend some time to come up with three different ways to finish each statement below.

I started this business because...

1.
2.
3.

I want people to see me as...

1.
2.
3.

My main goal is to be...

1.
2.
3.

Success looks a lot like...

1.
2.
3.

I'm different because...

1.
2.
3.

I help others...

1.
2.
3.

My business is different than my competitors because...

1.
2.
3.

What is your mission? (300 words or less)

Brand Tagline

It's not about you. It's about your customer. (Ex: Nike - Just Do It!, GoDaddy - It's Go Time).

I do _____ to help my customers _____.

--

Let your customers tell your story through their experiences!

Do others know how much your customers love you? Make it easy for them to share the love! List three ways you can get more customers stories (moments of delight).

1.
2.
3.