

# YOUR BUSINESS STORY CHEAT SHEET



## IDENTIFY KEY POINTS

Quickly jot down key points of your business journey, including how you started it, challenges, successes, and the values that drive it.

## DEFINE YOUR PURPOSE & VALUES

Clearly articulate the purpose of your business. Why does it exist, and what impact does it aim to make? Don't forget the Values you identified on Day 7!

## HIGHLIGHT UNIQUE SELLING POINTS

Identify what sets your business apart from others. It could be a unique approach, a particular value, or a specific aspect of your story that makes your business distinctive.

## CRAFT A COMPELLING OPENING

Create a brief and engaging opening that draws in your audience. This could be a memorable anecdote, a surprising fact, or a powerful statement.

## EMPHASISE CUSTOMER BENEFITS

Connect your story to the benefits your customers derive from your products or services. How does your business positively impact their lives?

## CONCLUDE WITH A CALL-TO-ACTION

Wrap up your story with a clear Call To Action. What do you want your audience to do after hearing your story?

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## REVIEW AND REFINE

Quickly review and refine your story for clarity and impact. Focus on concise and compelling language.

## SHARE YOUR STORY

In the remaining time, share your story on your website, social media, or in marketing materials. Be authentic and passionate in your storytelling.

## FEELING STUCK?

Remember that Free Writing exercise we did on Day 4? Start there!