



HOW TO TELL YOUR BUSINESS'S STORY

LESSON TOPICS

1. Journalistic or Reporter's Questions

One of the most complex parts of being a business owner, operator, or person in charge of marketing is figuring out how to talk about your business. Journalistic or reporter's questions are a great way to achieve this. There are six questions that can describe your business.

Who? This should describe who you, your employees, and your customers are. You can also use it to describe your business type and market.

What? "What" helps you identify things like the items you sell and what you offer to the market.

Where? This is location based. Where are your products/services offered, and where are your customers?

When? "When" is a time based question; it can denote the past or the future. This can tell customers when you are open or when a new product/service will be released.

Why? This is where you get to describe who you are.

How? "How" is the technical question. It allows you to explain how you get your products/services to your customers.

2. How to Better Tell Your Story

When asking the questions above, have a goal in mind. The goal for this lesson is to learn how to better tell your business's

story. Some guide questions for how to talk about your business are the following:

Who are your customers and what do you want to show them?
Where and when do you want to show your story to your customers?
Why do you think sharing your story is essential to customers and employees?
How can you show and tell what you do for your customers?

3. Easy Questions About You

Some easy questions to answer about yourself include:

Where did you get the idea for this company, and when were you founded?
What problem are you trying to solve in the world?
Who is on your leadership team, and what is their background?
How many employees do you have?
How are you different from your competition?
How fast are you growing?

4. Creating Your Story

Once you have answered some of the questions asked above, it is time to arrange them into a story. You could start with quotes such as, "In 1994..." or "In my parents garage, I decided that..." All of your answers can be mixed around to tell an interesting story. Remember to keep your story brief and to try to avoid personal opinions.