

8 Steps To Becoming Your Business's Chief Storyteller



1

Your Story.

The first step is to accept that your business has a unique story to tell and you are the storyteller.



2

Brainstorm.

Grab your advisors, confidants or closest friends and write down all of the ways your business serves your customers. How did your business come to be? How are you unique?



3

Who.

Know who you are telling your story to and appeal to their emotions. Make it important to them!



4

Be Unique.

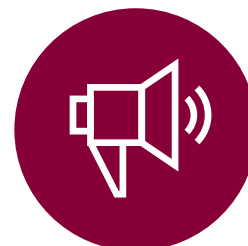
Include your value proposition—articulate how you are special or unique.



5

Craft It.

Just like you were building a house, start constructing your story piece by piece.



6

Call to Action.

What should the recipient of your story do next?



7

Prototype.

Create an initial version and test it out. Share it, tell it and take in the feedback.



8

Be Passionate.

Be inspiring! Tell a story that makes the recipient WANT to take action. A great story drives engagement and makes it all memorable.