

THE FOUNDER STORY

development

TELL COMPELLING STORIES: BRIDGE GAPS & MAKE CONNECTIONS
WORKSHOP 3

1. What holds you back from telling your story?

Number each one.

2. Flip the excuse story. Write the number from the above list & write a reason why that reason's not true.

3. How many teachers have you had over your life?

4. How many people have you learned from specifically in one area? Like landscape painting do you go to only one teacher or do you learn from many? Or typography, did you only learn from one book or one teacher or did you learn from many?

Pick a subject and list the people you remember learning from.

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5. How many ways can you explain what you do?

Try thinking of different potential customers and think of how you would explain what you do to each of them. Start with writing this person’s name or persona down then tell what you do. Start with two different personas.

6. What if you don’t feel like you have a story to tell or that you don’t want to share some parts of the story.

First let’s start with answering these next few questions:

a. How long have you been selling X? (service or product)

b. What things do you reinvest your profit in to ensure you are current in your field? Do you take classes or read books or do workshops etc. Invest in new tools or subscribe to something?

c. How has your business evolved or changed since you started? Has your style of creating changed?



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d. Did your business have a birthplace or birth moment? Example: you created it because you wanted to solve a problem.

e. Why are you worth betting on, or investing in?

f. Share a story that shows your level of commitment?

g. How have you overcome adversity in your business?

h. Is there a story you can share that tells how emotionally invested you are in this business?

i. Shared something that's created faith with customers in the past.

j. How much money, how much time have you invested in your business?

k. What's the longest client relationship you've had?

l. Donald Miller's empathy statement?
