

The Seedling Sheet



04: Creating a Brilliant Business Story

The Essentials

Do you have a brilliant business story? It is not just who you are and what you do. A brilliant business story is like any great story: it engages, it provokes emotion, it is easy to understand and remember, and most importantly, it gets retold. Imagine if you could get your customers (and staff) to retell your business story again and again? Your story should give people something to care about, and to buy into: this customer engagement leads to loyalty, just so long as the story they hear is reflected and enriched by the experience they have with your products and services. Your brand story will provide the foundation for all your marketing and brand communication, so it is essential that you spend time crafting a story that is truthful, memorable, single-minded and will set you apart.

If you do one thing about your brilliant business story...

...start with this simple exercise. This can be done alone, but it will reap better rewards if you involve your senior team - or your whole business.



1. Brain dump the words. Get yourself a blank wall and a large pile of Post Its. As quickly as possible, jot down the words or phrases that come to mind when you ask:

- Which words have your customers used to describe your business?
- Which words do you use to describe your business?
- What words or phrases describe how you are different to your competitors?
- What are the key words or phrases that sum up the purpose of your business?
- What amazing events have happened in your business?
- What values and behaviours are most prized in your business?
- If your business was a person, which words best describe his/her personality?

2. Style or story? Review your Post Its. You are looking for those that crop up multiple times and those that feel to be most important. Cluster in themes and importance, and divide the words into those that can be part of your story (e.g. 'making the impossible happen') and those that can guide the style and tone of your story (e.g. straightforward, friendly).

3. Write the first draft. With all your analysed words in front of you, write a first draft of your business story. Don't worry about grammar or flow at this stage: a copywriter can always tidy it up. Focus on getting your brand personality to shine through the words, and remember: be single-minded about the message, be clear and above all, tell a story that will be remembered.

Want to know more?

The Business Allotment can help you create a Brilliant Business Story, using a range of original brand analysis tools in a fast-paced, 2.5 hr focused session, the result of which will be a compelling business story that you can use for all your marketing and communication needs.

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