

Developing Your Business Story

Six questions to creating your unique voice that will attract ideal clients and create a buzz for your business

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Why you need a story

- Delivers your key messages to your ideal audience
- Resonates with your dream clients and brings them to you
- Convinces a potential client they need your service or product
- If you aren't telling your story, who is?
- Example: Minivan vs. SUV

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What a story can do for you

- Set you apart from the competition
- Make you memorable
- Build a strong connection to your potential client
- Take the "selling" out of marketing
- Add personality and passion to your business marketing and communications

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Six questions to uncovering your story

1. What are your core values?
2. Why do you do what you do?
3. Who is your ideal client?
4. What three characteristics set you apart from the rest of the pack?
5. What do you want your ideal client to say about you?
6. What is the one thing (product, service, trait) you want to be known for?

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Q1: Determine your core values

- Express your inner beliefs and be true to yourself
- Helps clients determine if you are a good fit
- Where do your values show up in your business?
- My core values: freedom, fun, authenticity, abundance, creativity

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Q2: Why do you do what you do?

- What gets you out of bed in the morning?
- Why did you choose your current business?
- What makes you the most proud about your business?
- Focus on benefits and results, not processes and techniques

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Q3: Describe your ideal client

- YOUR IDEAL CLIENT IS NOT “EVERYONE”
- Close you eyes and imagine meeting your ideal client for the first time:
 - Where are you meeting? What are they wearing? What are you wearing? How do you greet each other? How do you break the ice? How does the meeting flow? How do you end the meeting? How do you feel when you think about working with them?

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Q4: What sets you apart?

- What are your three most unique characteristics?
- For each competitor, list one or two things that make you a better choice for your ideal client
- Example: Zappos

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Q5: What do you want your ideal client to say about you?

- Write your dream testimonial
- My example:
 - Kristina was fun to work with and her strategies made sense, improved my business and increased my sales. I learned a lot about myself and love marketing my business now. I felt like I was her only client. She was so honest, authentic, creative and knowledgeable about new social media tools. I felt free to be me. I felt like I was part of the process instead of letting someone develop a plan for me in their own voice.

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Q6: What one thing do you want to be know for?

- If someone had to tell a friend something about you, what would you want them to say?
- What one thing would you want to hang your hat on?
- If someone says, "I need _____," your friends, clients and former clients can say, "I've got the perfect person for you."
- Example: Michael Port, the guy to call when you are tired of thinking small

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Things to remember when creating your story

- Be authentic
- Create an experience
- Evoke an emotion
- Connect with your ideal client
- Be consistent
- Know your story and tell it to anyone and everyone

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Bringing it all together

- Set aside your answers for a few days
- Look for common themes, phrases, points
- Find ways to incorporate those common points into your current marketing materials
- Align your business to support your story
- Live, breathe, love and share your story.

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About Authentic Communications

Authentic Communications collaborates with small businesses and entrepreneurs to spark interest, create a buzz, build connections, increase loyalty and inspire action in order to attract new clients and increase visibility.

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Upcoming Events and Workshops

- “Using Social Media to Create a Buzz for your Small Business,” **Friday, June 25, from 8:30-10:30 a.m.**, at Knoxville Executive Suites, Inc. (9111 Cross Park Drive, Suite D-200) **FREE.** Registration required: (865) 470-4085
- “Develop Your Business Story” 5-part teleclass beginning Tuesday, July 13. More information at <http://authentic-communications.com>
