

START TELLING YOUR STORY

an exercise in writing out
your story to share



START TELLING YOUR STORY



Every business has a three part story

The Problem | The Solution | The Outcome



QUESTIONS TO ASK YOURSELF

1. The **Problem**: What challenge do your customers face?
2. The **Solution**: How does your business solve it?
3. The **Outcome**: What change or success do they experience?



MY EXAMPLE

The Problem	The Solution	The Outcome
I saw that local businesses were not properly representing themselves and missing their ideal customers.	I provided tools and services (Communication, visual identity, social media strategy) to help business owners tell their story through visual identities and intentional communication.	I’ve helped business owners express their “why” and connect with their ideal client and scale..

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YOUR TURN

The Problem	The Solution	The Outcome
What challenge do your customers face?	How does your business solve it?	What change or success do they experience ?