**Story Outline for \_\_\_\_\_\_\_\_\_(your biz name)**

**Last updated: \_\_\_\_(date)\_\_\_\_**

Research

**Protagonist(s) (aka, Hero of Your Story) Character Sketch:**

Demographics, psychographics – list EVERYTHING you know about them including:

* Their backstory – how did they get where they are today? What have been their “defining moments”
* Current motivations – what’s behind their BIG pain or desire? What are they trying to achieve and what keeps them up at night (even if it has nothing to do what you offer).
* What are the consequences of NOT achieving their goal(s)? (This is the fear behind your protagonist’s BIG pain/desire)
* What are their values? - what’s most important to them in terms of what you’re selling?
* What is their world view and how does that affect the way they think and make a buying decision?
* Their world and environment – where do they hang out (online and off)? How do they spend their free time? What hobbies or other interests do they have?

For more on this, see: <http://thewordchef.com/2011/04/keep-your-dinner-guest-in-mind/>

**Antagonist(s) & Threshold Guardian(s):**

Who or what keeps your Protagonist from fulfilling her BIG desire or solving her BIG pain? What is the status quo and who/what keeps that in place?

**Supporting Characters:**

What are the options your Protagonist has for solving her problem? Who else (besides you) could she go to for help? And what skills, offerings and prices do those people (or DIY options) include?

What advantages might they have over you? What advantages might you have over them?

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| --- | --- | --- | --- |
| Options | Offerings | Pricing | Dis/Advantages |
|  |  |  |  |
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**Landscape/Setting**

What is going on in the wider community/world that could affect your story? Are there any opportunities for growth? What about threats? (Think: economy, politics – both locally and globally.)

The Mentor (You & Your Business)

**Your Backstory and Motivation:**

**Your BIG WHY:** What drove you to choose to do what you do?

**Perfect World Vision:** If you had the magic to fix the entire world of YOUR INDUSTRY, what would that look like for your people like your customers? How would their lives be different than they are now? (Note: this is the positive version of your soap box, rant or battle cry)

**Your Mission:** What part does your business play in bringing your Perfect World Vision to fruition? Why does your business exist?

**Your values:** What’s non-negotiable for you to live a fulfilled and productive life? And how do those values inform the way you’ll run your business?

**Your superpower:** What’s the unique mix of strengths, skill and passion that is YOUR magic? How did you get it? What’s your origin story?

**Superhero Name/Archetype/Theme:** How will the fair citizens of the world know you? What sigil or mark will they know you by?

**My Slogan:** How would you sum up (in 10 words or less) what you’re here to accomplish?

For more on this topic see: <http://thewordchef.com/branding-everything-you-need-to-know/>

**Your Magic Tools (aka Products/Services):**

List out each of your offerings along with a short description and how they’re priced and delivered. If your offerings require a 3rd party to reach their final destination (with your clients), describe those as well.

The Story

**All Paths Lead to the Mountain Top**:

Describe the various paths and sign posts you’ll create for attracting your Mentees (your clients), earning their trust, and building relationships with them.

Your “Mountain Top” is the final destination (usually your website) where the agreement is made between you and your client to work together (energy or payment is made/exchanged).

What has to happen first? Second? Third? And so on…

What outposts and satellite locations will you frequent (both digital and real life) in order to meet and find these folks?

What kinds of conversations will you start? What stories will you tell to illustrate your knowledge and experience?

For more on this topic see: <http://thewordchef.com/2011/07/sales-funnel/>

**1-Year Story Goal(s):**

What would you like your business story to look like **in 1 year**? Get specific. How will you know when you’ve arrived? How will you measure your success? Is your vision of the future realistic? It should feel like a stretch, but not so much that it scares the crap out of you. Is the story and vision of your business relevant to the rest of your life?

What are the three most important tactics (for each goal)?

What resources/support (e.g., usually technical and financial) do you need to find to accomplish your goals? How will you distribute those resources over time? Create a picture of that in a way that makes sense to you (e.g. spreadsheet, calendar, vision board, etc.)