The Story of Your Business

**Storytelling Framework for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

[Your Business]

**Last updated: \_\_\_\_\_\_\_\_\_\_\_**

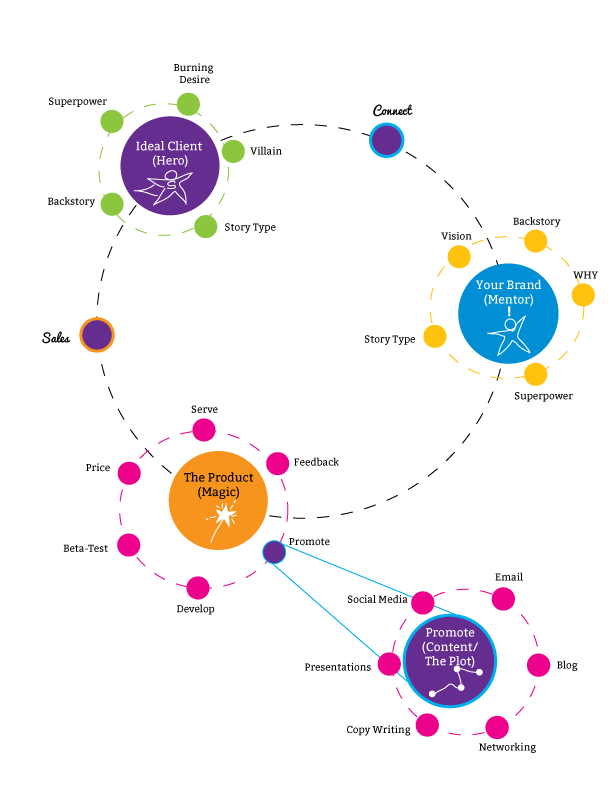
**Before You Start:**

Please review the **Prepare to Plan** learning module on the DDR website:



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http://digitaldiningroom.com/prepare-plan/

**How to Use this Document**

Each section of the Storytelling Framework corresponds to a circle that appears on this infographic.

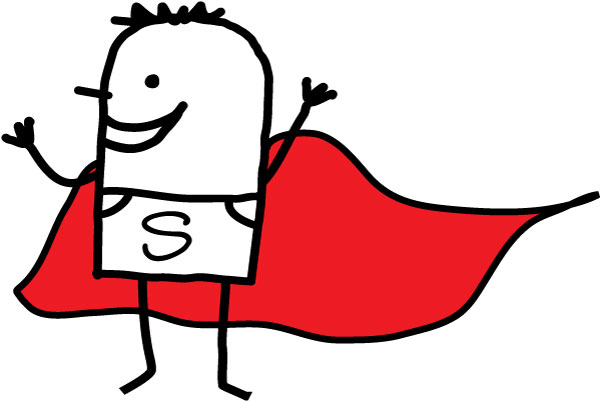
To learn more about a particular topic, visit the DDR website and select the learning module listed at the end of the section. Note the password you’ll need to access that page.

For best results, start a new document. (You can type into this one, but you’ll have a much more efficient tool if you leave out all the directions from this outline.)

# [Market Research – Target Market]

**Your 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 were their “defining moments” Their “inciting incidents”?
* 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 topic, please review these two learning modules:*

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| <http://digitaldiningroom.com/market-research-ideal-client/>  Password = SPICEDAPPLES | <http://digitaldiningroom.com/your-heroic-ideal-client/>  Password = ARTICHOKE |

[Generally speaking, a good character sketch should be *at least* one full page, typed.]

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

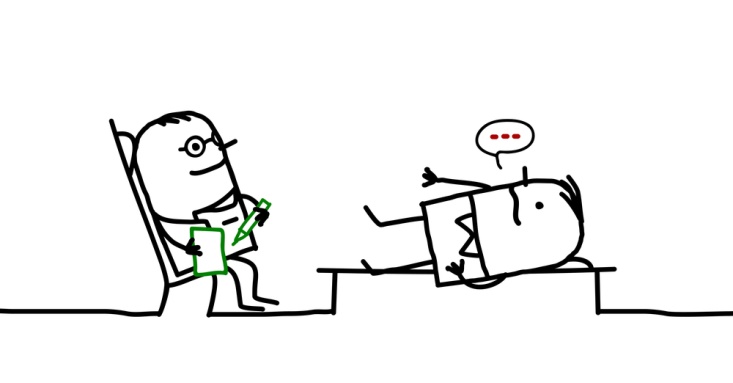
Who or what keeps your Protagonist from fulfilling her BIG desire or solving her BIG pain? What’s the status quo? Who or what keeps that in place? We might also call these the Villains.

*For more on this topic, please review the following module:*



<http://digitaldiningroom.com/the-villain/>

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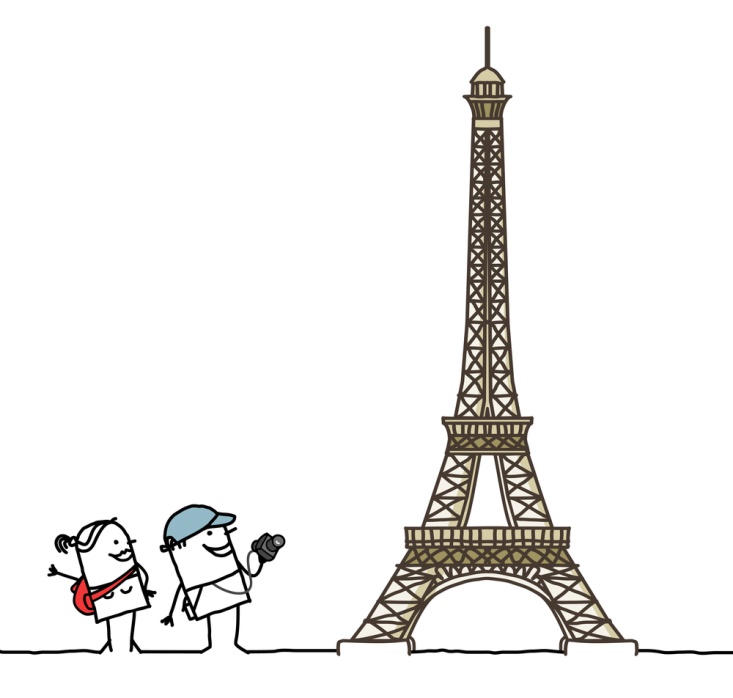
**Supporting Characters:**

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?

BE SPECIFIC here. Choose 3-5 of your closest “competitors” and do a side-by-side comparison.

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

What’s 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)

*Profit isn't a purpose, it's a result. To have purpose means the things   
we do are of real value to others.* – Simon Sinek

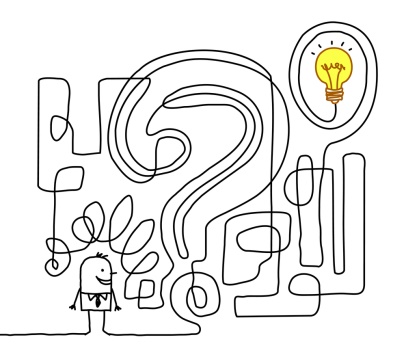
Before you move forward, please review the following module:



<http://digitaldiningroom.com/branding/>

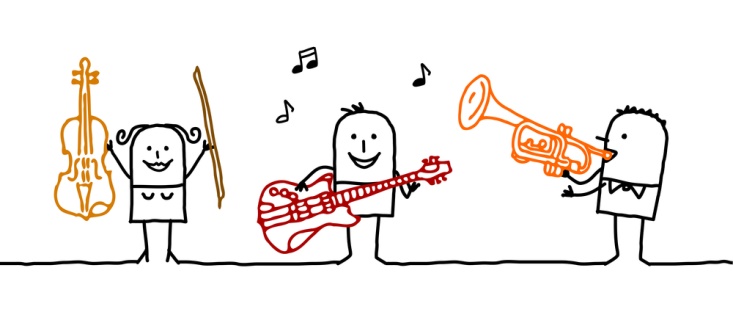
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**The Prologue: Your Backstory and Motivation:**

**Your BIG WHY:** What happened in your life to drive you to do what you do?

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**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? What would it take to put you out of business? (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? (Hint: you can’t save the world all by yourself. But you do have a role to play.)

**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?

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**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?

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

**Your Slogan/Tagline:** How would you sum up (in 8 words or less) what you**** accomplish and for whom?

**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.

*For more on this topic, please review the following modules:*

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| <http://digitaldiningroom.com/signature-dish/>  Password = CHEESESOUFFLE | <http://digitaldiningroom.com/copywriting-and-sales-pages/>  Password = SUSHIROLLS |

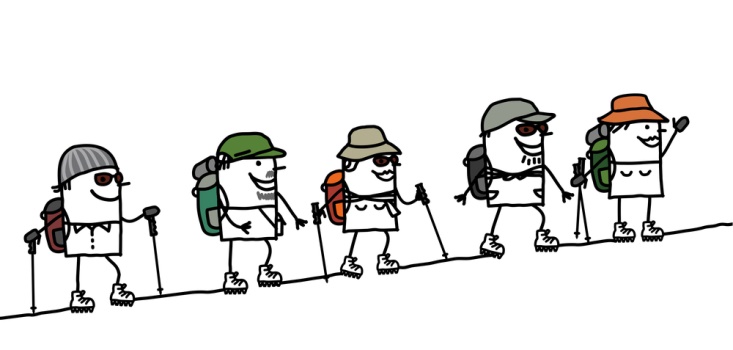
**Before Your Proceed to the next section…**

*Please watch the Plan Your Marketing Campaigns Learning Module:*



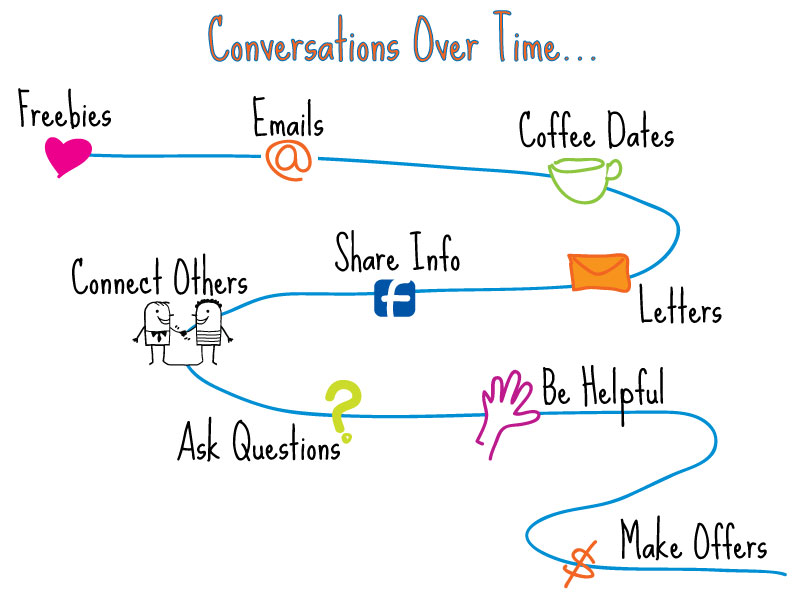
<http://digitaldiningroom.com/planning/>

Password = SALTEDCARAMELS

Your Story’s Plot

**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).

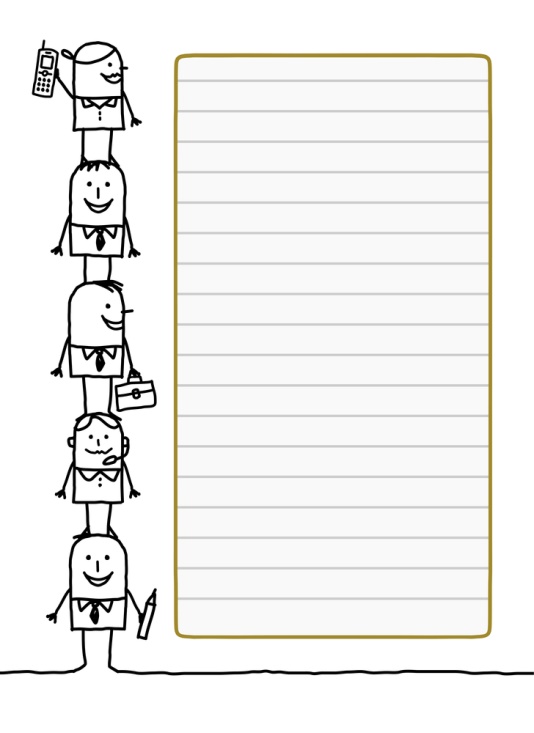
What has to happen first? Second? Third? And so on…

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? Where will you hold them? What stories will you tell to illustrate your knowledge and experience?

For more on this topic, please review these learning modules:

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| <http://digitaldiningroom.com/email-marketing-2/>  Password = BREADSTICKS | <http://digitaldiningroom.com/social-media-2/>  Password = KITCHENKNIVES |
| <http://digitaldiningroom.com/content-strategy/>  Password = CARROTSTICKS | <http://digitaldiningroom.com/blogging-and-content-strategy/>  Password = EGGSOVEREASY |
| <http://digitaldiningroom.com/sales-2/>  Password = CHILEPEPPER |  |

**1-Year Biz 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.)

For more, review the Planning Retreat Intensive material here: <http://digitaldiningroom.com/planning-retreat/>