

# 5 Minute Story Exercise

(The quick & dirty method)

## Story Framework

Why Do You Exist As A Business?	What Does Your Audience Want To Believe?
<p>List the reasons why you started your business.</p> <p><i>Why is this important to you?</i> <i>What impact do you want to have on people?</i> <i>What value do you want to deliver?</i> <i>Why is that something you care about?</i></p> <p><i>(Focus on the value you want to bring rather than financial gain.)</i></p>	<p>What story does your audience want to believe?</p> <p><i>What is their identity?</i> <i>What do they fear? What do they hate?</i> <i>What is the opposite emotional story?</i> <i>What do they desire? What is their dream?</i> <i>Make them a promise they want to believe.</i> <i>How do they want to feel?</i></p> <p><i>(e.g. hate being controlled; give them freedom or rebellion. Or want to be a successful artist; promise them the path to success.)</i></p>

## Story Construct

Fill out the following using your favourite answers from the previous section.

..... provides ..... to ..... customers so that .....  
Name Promise/User Belief Customer Identity Your Value Why

Helping them feel ..... and be .....  
Feeling Your Impact

## Story Rewrite

Rephrase your story in a few ways. Make it sound appealing to your customers.

*(Say it out loud, record yourself and play it back. How does it sound?)*

*(Remember, it doesn't have to be perfect now, you can refine it over time as you test it with your audience.)*

Rephrase 1: Use a thesaurus and dictionary to change all the words in your story, while keeping the same meaning.

Rephrase 2: Write your story in your own words now. But this time reverse the order, i.e. start with your why and end with their beliefs.

Rephrase 3: Pick and mix between all versions of your story to get the best sounding hybrid version for your customers.

## Your Story:

Now, go share your story with someone who can be objective about your brand.  
*(Listen to their feedback.)*

Or email me your story and I'll give you feedback.  
*I would love to hear it,  
and I will help you in however I can.*