**Business Blogging Story Worksheet**

The goal for this exercise is to think about your business story is and also how you intend to use your blog to help tell it.

We are going to start by trying to get some of the **Key Facts** about your business down on paper.

Up next we are going to focus on **Emotional Points of Differentiation**.

From there we are then going to begin to focus on how to **Craft These Ideas into Distinct Blog Posts**.

This worksheet is meant to get you started and if there are areas that are not applicable just move on, or if there are areas that you think could be better focused on particulars relating to your business feel free to modify the questions.

**Key Facts:**

1. Key Business Facts - when did the business start, how many employees, location(s)…

2. The Story Behind the Business (Is this a second generation business? How did the owner(s) get into this business? Why is the business located where it is?)

3. Training/Expertise

4. The Growth of the Business Over Time. If the story is big enough you can tell it in parts, meaning that in the case of your blog, you can share different parts of this story in distinct blog posts.

5. Sales #’s (don’t worry – you are not “obligated to share any of this information on your blog, but it is helpful to put it down here in order to see if impressive sales stats can help tell your story.

**Additional Notes**

**Emotional Points of Differentiation**

1. Interesting things about the owners and/or staff. (This is not limited to just the business side.)

2. Something interesting about the store/location/business.

3. Why are you in business? What about your business excites you, keeps you motivated and energized to come in each morning?

4. How do your customers shape your business? This is a big one!

5. Where do you see your business heading in the next few years?

Additional Notes:

**Blogging Ideas To Help Tell (and Sell) Your Business Story**

In this section you are going to start doing some brainstorming.

What are some potential blog post ideas that are specifically about the owners of your business? If you have a family run business you get bonus points here!

What are some potential blog post ideas about your staff? Perhaps there are human interest aspects? Perhaps there are special qualifications that members of your staff possess?

How has your business grown and evolved to meet ongoing customer expectations?

Has anyone on your staff recently passed a relevant exam?

Share some very fun/meaningful customer interactions. Kind of like testimonials but instead you could do them from your perspective as a business owner.

Thank you for another amazing month/quarter/year. Do you have a reason to write a post like this?

Talk about the future of your space.

Have you thought about doing a few “introduction to my business videos?” Your blog is a great place to introduce this type of content. Take a shot at outlining a script.

Have you recently expanded? Put down some details.

Is your location important to your business? If so why. Maybe it is because there is a specific type of client that is in proximity to your operation. Maybe the neighborhood inspires you. Maybe if you are B2B you are paying the higher rents to be near other amazing businesses - don’t be afraid to talk about it.

How has the economy affected your business? If that is too personal, maybe talk about how the economy has affected your space overall.

Do you remember the first day you opened your business? Write about it.

Maybe you remember other specific business milestones. Write about them.

Additional Notes:

Okay... now it is time to put all this into action. Before doing so remember that you are not obligated to write anything - but by sharing your story you are more likely to be able to make those critical connections that your business depends on.

Looking at the above list - find your 5 worst ideas and immediately cross them out. I know, it’s not personal....

Of the remaining ideas, take a broad look at them as a whole and make sure they are in fact contributing to your story in a positive and meaningful manner.

In terms of an actionable strategy, try to weave YOUR STORY type posts into your overall blogging strategy at a rate of 1 in every 8 posts for the next few months. Over time you might dial up and scale back on this ratio based on how well these types of posts are contributing to your broader business blogging effort.