

B2B Storytelling Worksheet

Everyone has a story to tell, what's yours? B2B buyers are more likely to buy a product from you if they are able to emotionally connect with your brand, and a well crafted unified story helps you achieve just that. Use this worksheet to forge your unified story to create compelling and engaging campaigns that connect and drive sales.

KNOW YOURSELF

Part of developing your B2B story is knowing who you are as a brand. That means taking a walk down memory lane and answering the following the questions:

1. Where did you come from? Why was this company created? What are your core values?

2. What makes your company's offering/perspective/approach unique?

3. What is your experience? What are your strengths and weaknesses?

KNOW YOUR BUYERS

A unified story is not about you, it's about your customers. Knowing who they are, the challenges they face every day, and where they live in the digital space is instrumental in composing a story that resonates and engages with your target audience.

BUYER ONE

1. Who are your buyers?

2. What are their goals?

3. What are their challenges?

4. What digital channels are they on?

BUYER TWO

Want to take B2B storytelling to the next level? Let's connect!

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WRITE YOUR UNIFIED STORY

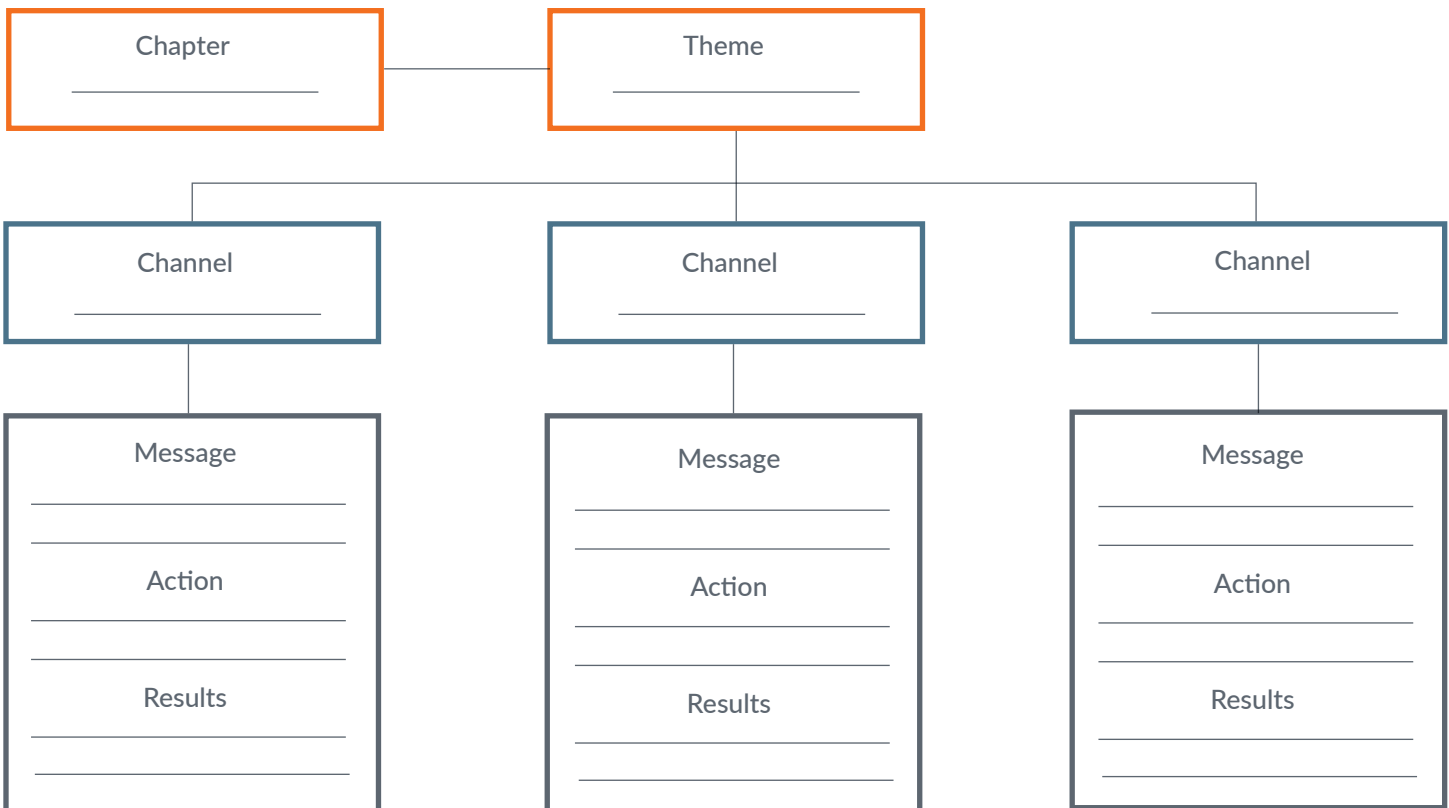
Put your buyer at the center of your journey. Think about the difference you make in the lives of your customers and use that to drive your story. A great place to start is by looking at your value proposition. Your sentence should be no longer than 18-20 words. Here is a breakdown of the sentence formula to get you started:

To _____
 (verb) (audience) (benefit)

(differentiator)

MAP YOUR UNIFIED STORY TO WHERE YOUR BUYERS ARE

The whole purpose of having a unified story is to create a seamless experience for your buyer no matter what platform or channel they're on. Use the unified story chart to develop a theme (topic) that connects back to your unified story and map out the different messaging you will create according to the channel. Have fun and be creative!



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