YOUR QUICK TOUR

Facts become useful when they connect

A business story is not fiction. It is a truthful sequence that helps people understand why you matter.

Meet Lina and the forgettable bakery 3

Know what a story must do 4

Put the customer in the lead 5

Shape your origin story 6

Build a customer story 7

Use proof without hype 8

Adapt one story to four formats 9

Create a reusable story bank 10

10 business ideas with first tests 11

Your seven-day story sprint 13

Your business-story worksheet 14

YOUR FINISH LINE

One honest core story, one clear customer outcome, three proof points and four ready-to-use versions.

01 / MEET YOUR GUIDE

Lina finds the story inside the bakery

Fictional example: Lina, her bakery, customers and results are invented.



THE LIST OF FACTS

Lina says the bakery opened in 2022, uses good ingredients and offers many products. The facts are true, but customers cannot see why the business exists.

THE CONNECTED STORY

She explains how a neighbour with food sensitivities inspired small-batch celebration cakes with clear ingredient cards and calm ordering.

THE LESSON

The stronger version links a real trigger, a specific customer problem, a useful choice and visible proof. Nothing needs to be invented.

02 / GIVE EVERY STORY A JOB

A business story should move understanding

Good stories earn attention because they make a useful point, not because they sound dramatic.

CLARITY

Help people understand who the business serves, what problem it addresses and what makes its approach different.

RELEVANCE

Connect the story to a situation the audience recognizes. Start with their concern, not your full company history.

CREDIBILITY

Use specific events, decisions, demonstrations and evidence. Honest detail feels stronger than big claims.

ACTION

End with a sensible next step: view a sample, ask a question, book a call or try a small offer.

ONE-STORY RULE

One story should make one main point. Remove details that do not help the audience understand, trust or act.