

*Your Launch*  
**BLUEPRINT**

TAKING YOU FROM BUSINESS VISION  
TO BUSINESS LAUNCH

**STEP ONE**  
**Build a Strong Foundation**

**Chapter 3:**  
**Your Business's Most Compelling Story**

WELCOME!



Welcome to the third chapter of  
Your Launch Blueprint  
Workbook!

Your Launch Blueprint carves out  
the time and focus you need to  
create an action plan to bring  
your business vision to life. With  
the input and expertise of a  
business coach with 14 years  
experience as a business owner.

Too often I see business owners  
launch their business without  
getting clear on what their  
customers really want or need. They  
end up wasting a lot of time or  
money designing a beautiful website  
which is trying to "sell" something  
that no-one actually wants.

I don't want that to happen to you!

This third chapter of Your Launch  
Blueprint workbook is where your  
personal story and your customers'  
stories meet to create your business'  
most compelling story.

If you have any questions, please  
don't hesitate to contact me!

*Sal*

[WWW.SALROBERTSON.COM](http://WWW.SALROBERTSON.COM)

[www.Instagram.com/salrobertson.ink](http://www.Instagram.com/salrobertson.ink)

**YOUR  
LAUNCH  
BLUEPRINT  
Step One -  
Chapter Three**

## Your Business' Most Compelling Story

This is the sweet spot where your personal story and your customers' stories meet.

*"Your vocation in life is where your greatest joy meets the world's greatest need."*

- Frederick Buechner

Having taken time to get clear on your story and your customers' stories, you now have all the information you need to get really, **really** clear on your business' most compelling story - that is, the greatest value or transformation you provide to your clients.

*"No business thrives unless it creates a difference for people who are willing to exchange money, time or loyalty for the value that difference brings to their lives."*

- Bernadette Jiwa, "Meaningful. The story of ideas that fly"

Take a few moments to think about the desires, needs, challenges and obstacles that your existing and prospective clients are facing. Then think about your "onlyness" - your skills, talents and experiences that equip you to meet those needs and challenges.

## YOUR BUSINESS STORY

How can you design your business so that you can work in your zone of genius and provide the greatest value or transformation to your clients' most compelling desires, needs or challenges.

How can you use your customers' stories as a muse? So that you design a business that creates products and services inspired by your customer.

As you review your personal story and your customers' stories side by side, you will be able to think how best to:

- Talk about the difference you provide - how your "onlyness" is relevant to them;
- Price and package your products or services;
- Decide how and where you will share your business story (which social media platforms or which in-person events) based on how and where you feel most confident and compelling and where your prospective customers spend their time;
- Grow and deepen your connection with your customers and serve them in such a way that they choose to keep coming back; and
- Create additional products and services in the future to meet your customers' future needs and challenges.

## YOUR BUSINESS STORY

Here are some questions to ask to help you to uncover your business' most compelling story (I have included them in the separate workbook and also as a Google document):

1. Make a list of the products and/or services that you have thought about offering. Don't censor yourself at this point - write down all of the products/services that you have considered. It might be things you plan to offer as soon as you open your business or it might be things that you plan to offer once your business is more established.
2. As you think about the products or services that you have considered providing to your customers, how is your personal story relevant? How will your personal story make those products or services better or more meaningful? Or how can you talk about those products or services on your website or in marketing materials in a unique or meaningful way because of your personal story?
3. Make a table with 4 columns. (I have included a link to a document with the table in your dashboard.

The first column is for the products and/or services you plan to offer.

The second column is where you will make a note of how your personal story improves or relates to the products or services in some way.

## YOUR BUSINESS STORY

3 ctd. The third column is where you will note how this product or service satisfies a desire or overcomes a challenge or obstacle that you know your prospective customers are likely to have based on the research that you did.

The fourth column is where you note any changes you could make to the product or service based on the information you've written in the second and third columns.

4. Having just created a table with the products and services you plan to offer and looking at those products or services through the lens of your personal story and your customers' stories, has it made you think of any other products or services that you might offer in the future to meet your customers' future needs and challenges?

The idea behind this question is that it is much easier to sell to customers who already know, trust and like you than to keep finding new customers. It can be helpful - even in the planning stages - to imagine your customers' longer term journey and how you might be an ongoing part of that journey.

5. Think about the experience you want for your customer from the very first moment they become aware of your business until they have become a loyal customer. Describe what you want them to feel. Describe how they would talk about your business to their friends.

## YOUR BUSINESS STORY

6. Imagine that your business is already open. Describe what it looks like in as much detail as you can. Describe the physical space. Describe who is working there (if there are going to be people other than you working in the business).

Describe the customers you "see" in the space. Describe how you feel as you spend time there. Really start to flesh out your vision for your business and the physical space it occupies.

7. Do some research on other businesses that are similar to the business you are planning to open. Pick 5 businesses and analyze their websites. Ideally choose 5 businesses who have been in business for a few years. This will mean that they have had time to figure out the products and/or services. What is your first impression when you land on their website? What is the background of the owner? Do you get a strong sense of who they are and what it would be like to be a customer of their business? What products and/or services do they offer? What are their rates for services or prices for products? What hours are they open? Look at the list of products/services you are planning to offer. Do you notice anything about the way that those other businesses offer their products/services that makes you rethink your offers?

8. Spend some time on those businesses' social media pages. Follow them on Instagram, Facebook or Pinterest - wherever they are. Sign up for their email list if they have one. How many followers do they have on their social media accounts? Do their followers seem engaged - are there lots of likes or comments?

## YOUR BUSINESS STORY

8 ctd. As you think about your business' most compelling story, I would like you to start imagining how and where you will share that story to market your business.

Look for Facebook groups for people who would be your prospective customers and join those groups. Observe what conversations take place - you might get some insights that would be helpful as you plan the products or services that you plan to offer.

9. Imagine that it's the first year anniversary of your launch. What do you want your favorite customers to say about your business?



## Your Launch Blueprint Resources

On my website, you can find a list of books, blog posts and podcast episodes that are helpful for getting clear on the stories that will create the foundation of your business.

The URL for the Resources page is:

[www.SalRobertson.com/resources-launch](http://www.SalRobertson.com/resources-launch)

DO YOU HAVE QUESTIONS?

## I'm here to help.

As you read through the material and do the written assignments, please remember that I am here to support you in any way that I can.

If you have a question, please email me at [Sal@SalRobertson.com](mailto:Sal@SalRobertson.com) and I will get back to you as soon as I can.



We will schedule coaching calls as you work through the materials too so that I can provide advice, perspective and encouragement along the way.

I'm excited to learn more about your personal story as you uncover it!

*Sal x*

[WWW.SALROBERTSON.COM](http://WWW.SALROBERTSON.COM)

Email: [Sal@SalRobertson.com](mailto:Sal@SalRobertson.com)

**YOUR  
LAUNCH  
BLUEPRINT**