

WWW.SALROBERTSON.COM

*Your Launch*  
**BLUEPRINT**

TAKING YOU FROM BUSINESS VISION  
TO BUSINESS LAUNCH

STEP ONE: CHAPTER 3  
BUSINESS STORY  
WORKBOOK

---

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

WELCOME!



Welcome to the worksheets to accompany the Business Story element of Step One of Your Launch Blueprint. If you are someone who likes to write your answers down, please print these worksheets and write your answers on them. If you prefer to type your answers, please use the Google documents instead.

If you have any questions, please don't hesitate to email me at [Sal@SalRobertson.com](mailto:Sal@SalRobertson.com) or you can book a coaching call with me so that we can work through the questions you have together.

Take your time answering the questions and keep coming back to them as ideas come to you.

*Sal x*

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

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

**Step One  
Business Story  
Worksheets**

# Directions

In this workbook, you will be exploring the sweet spot where your personal story and your prospective customers' stories meet.

This workbook contains 9 questions for you to answer to uncover your most compelling business story - the greatest transformation and value that your business can provide to your prospective customers

By answering these questions now, you will be able to imagine the greatest potential of your business and design your business from day one with that potential in mind. You will also be creating a business where your prospective customers are your muse - you are baking their needs, desires and challenges into the products and/or services that you create rather than creating products and/or services and trying to persuade your prospective customers that they want them.

Take your time to answer the following questions. Keep coming back to your answers over the next few days and weeks as more ideas come to you..

If you have any questions whatsoever, please email me at [Sal@SalRobertson.com](mailto:Sal@SalRobertson.com). If I can answer your question easily, I will answer it by email. If it is something that can be better solved by the two of us talking, we can schedule a coaching call to work through it together.

I hope that you enjoy this process!

## BUSINESS STORY QUESTION 1

*It's time to uncover the sweet spot where your personal story and your prospective customers' stories meet. It will allow you to provide products/services and an experience that will turn prospective customers into loyal fans of your business!*

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.

## BUSINESS STORY QUESTION 2

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?

## BUSINESS STORY QUESTION 3

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.

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.

## BUSINESS STORY QUESTION 4

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.

BUSINESS STORY  
QUESTION 5

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.



## BUSINESS STORY QUESTION 6

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.

## BUSINESS STORY QUESTION 7

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?

## BUSINESS STORY QUESTION 8

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?

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.

BUSINESS STORY  
QUESTION 9

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



