

from

Selling with Stories

How To Attract Your Ideal Client with Words and Pictures

By Ann Bevans

# Introduction

In this document, I've compiled all the questions from my book, Selling with Stories: How To Attract Your Ideal Client with Words and Pictures.

Use this resource to compile all the information you need to begin telling your stories.

If you have any questions, don't hesitate to contact me through the website or by email.

Go forth and tell breathtaking stories!



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# Before You Begin

## About Your Business

It’s important to check in periodically to clarify what your business stands for. If you’ve been in business for a while, it’s likely this has evolved over time. If you’re new in business, *you’ve* evolved over time. Focus on where you are now by answering these questions:

### What are your key products or services?

Type your answer here. Get the idea?

### When your business is mature, how many employees will you have?

### Where did your business come from?

### What is the single most important thing you promise your clients or customers?

### Describe your organization’s personality.

### If your company were a person, who would it be?

### If your company were an object, what would it be?

### What is the dress code at work?

## SWOT Analysis

SWOT stands for Strengths, Weaknesses, Opportunities and Threats. A SWOT Analysis is a great tool for organizing your thinking and figuring out where you stand.

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| **Opportunities** | **Threats** |

### Questions to help you with the SWOT Analysis:

### What are your company’s strengths?

### What are your company’s weaknesses?

### What advantages do your competitors have?

### What advantages do you have over the competition?

### How is your company perceived today?

### What aspect of your image needs improvement?

### Is there anything weird going on in your industry?

### How do you want to be seen in two years?

## The Target

To craft a story that will resonate with your target market, you must know who they are. Focus on your target by answering these questions:

### Describe your ideal customer or client.

|  |  |
| --- | --- |
| Personal characteristics |  |
| Personality |  |
| Work Life |  |
| Home Life |  |
| Hobbies |  |
| Life Situation |  |
| Your Relationship |  |

### For B2B marketers:

|  |  |
| --- | --- |
| Industry |  |
| Customers |  |
| Employees |  |
| Location |  |
| Offices |  |
| Longevity |  |
| Business Situation |  |

### What are the top three objections you hear?

### What does your ideal customer care about most?

### Who ultimately decides whether to buy your product or engage your services?

### Who influences your ideal client or the decision maker?

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# Origin Stories

As you prepare to tell you origin story, write your answers to these questions:

### What’s your passion? What do you love to do?

### Why do you do what you love to do?

### What talents and abilities do you bring to your business? What attitudes and skills have you picked up along the way?

### Tell me about a time you broke the rules.

### They say things look bleakest before the dawn. When did things look bleak to you? What did you do to overcome the challenge?

### How and why did you start your business?

### How do you incorporate your passion into your business?

### What type of person wants that?

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# Customer Stories

As you prepare to tell your customer story, answer these questions:

### What is your customer experience really like?

### What is the main thing your customers want to know about the experience of working with your company?

### Are there any misperceptions about your business or your products or services that are hurting you?

### What stories are your customers already telling?

### Is there a social issue that’s related to your product or industry? Are you willing to take a stand on this issue?

### Where’s the funny?

### Are there any cultural norms or traditions that relate to your product or service?

### Are there any emotionally charged situations that tend to happen around the use of your product or service?

### Is there a broader theme that you can leverage into multiple stories that follow the same pattern?

### Tell me a story about one time your company made a difference.

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# Employee Stories

These questions will help you prepare to tell your employee story:

### How do your employees contribute to your and your clients’ success?

### Do your employees genuinely love your product or service? Why or why not?

### What elements of your brand appeal most to your employees?

### How are your employees serving the greater community? How does your company support these efforts?

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# Stories About Fictional People

As you prepare to tell stories about fictional people, consider these questions:

### Identify your hero.

### Identify your villain.

### Is there an important object, icon or person that you identify with your business?

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# Finding Your Audience

### Who’s your audience?

### What story forms will you use?

### Where will you tell your stories?