

CREATIVE VENTURES



what's
your
story ?

Three Simple Steps in Building Story

THE BIG 3



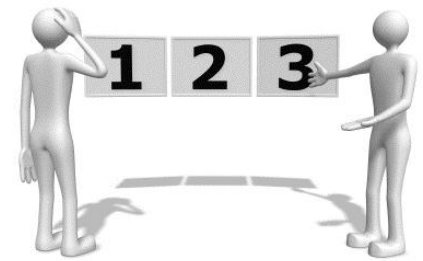
The process begins with you answering **3 CORE** questions.

In order to focus your answers on essential information, you only get a couple of sentences for each answer.

The idea is not to write the story in its final form, instead it's about building the story around 3 key elements. From this foundation a story is built.



EXAMPLES



What do you do?

We are a small chemical supply company specializing in cleaning and disinfecting chemicals for the food production and service industry. We also provide school districts with cleaning supplies.

As a Fortune 500 financial services company we provide individuals with a full range of planning options that allow them to reach their true financial potential.

What value do you bring?

Through an extensive training program we prepare our teams to meet the needs of our clients. We provide cutting edge teaching options to primary teachers unavailable to them through traditional teaching support channels. We have seen moderate growth the last two years bringing a better than anticipated return to our investors.

How are you differentiated?

We utilize an intense feedback loop that allows us to change programs and designs to meet our customers specific needs. Our turn around time makes us a leader in customer satisfaction

WHAT DO YOU DO?

In a simple short paragraph describe what your organization does.

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WHAT VALUE DO YOU BRING?

In a simple short paragraph describe the value your organization brings to your team, your customer and your shareholders.

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HOW ARE YOU DIFFERENTIATED?

In a competitive world, how does your organization separate itself from the competition.





From this core information, you have everything you need to build a story that uniquely positions you and your team.

Now comes the creative part. Weave these pieces into a **Simple, Powerful** and **Elegant** story that will position you, your team and your product/service at the forefront of your market.

Great stories separate and position you in a world that strives towards making everything a commodity.

Building a great story is a worthy strategy.