



Mastering the Art of Storytelling ATTENDEE WORKSHEETS

Prepared for:
[Sagiss Sunrise Business Growth Series](#)

THE FOUNDATION

What is your *Reason for Being*? Why are you here?

What are our overall business goals and vision for the company?

THE AUDIENCE

Who are the target stakeholders for your business? What's the sweet spot?
(the audience for your message)

What are your target markets?
(the industry, demographic or geographic parameters)

What specific publications/blogs/social influencers does the audience read?
(list the local, national, industry and other relevant media)

What groups/associations capture their time and attention?
(list the trade, professional, civic and other relevant organizations)

THE VALUES

What are your **primary values**? Are they documented? Does your team know them?

If you don't have values documented yet, what 3-4 **qualities, adjectives, or behaviors** do you wish for your organization to embrace?

How do you **live your values**? What tangible examples exist?

THE BRAND EQUITY

What do you want to famous for?

How are you unique and different?

What promise do you make to your clients?

How do your clients feel about you and emotionally connect?

THE KEY MESSAGES

What are the **key ideas** you can convey about your business, products, services?
(short, bold, concise, simple, powerful statements)

How do you **support** your key ideas? How do we make these believable?
(facts, statistics, awards, examples, anecdotes, quotes)

Why are you **successful**? What is your principal strength?

Why do your clients **engage** and do business with you?

Why do clients **leave** you?

What are your **weaknesses** or liabilities - real or perceived?

Who are your **competitors**? What are their strengths?