

10 WAYS TO FIND YOUR VOICE

COMMUNICATION THEMES AND IDEAS
FOR BUSINESS OWNERS

1. What do you do? An introduction to your current or new products or services
2. The faces behind the brand: an introduction to the founder/the team
3. What's your mission?
4. Share your business values
5. Behind the scenes: share something we don't know about the business
6. Tell us your story: what has inspired you or your business?
7. What's your hobby? What makes you tick when you're not at work?
8. Toot someone else's horn - who do you love to follow and why?
9. Let someone else help: ask your customers for testimonials and share them
10. Be human: share something challenging that you've overcome in your business



THE
Brand
STORYTELLER