

HOW TO USE YOUR

Business Story


NARRATIVE
Words & Pictures


LOGO & LOGO TYPE


YOUR BUSINESS STORY

RELATIONSHIP BUILDING

- Advocates
- Vendors
- Key Partners
- Other Businesses

MARKETING

- | | |
|-----------------|----------------------|
| On-line: | Off-line: |
| • Website | • Location |
| • Email | • Signage |
| • Social media | • All Sales Material |
| • Video | • Business Cards |
| • Newsletter | • Advertising |
| • Press | • You |
| • Advertising | • Staff |

STAFF

- Job Descriptions
- Hiring
- Training