

## Session 14: Telling Your Story

### Overview

Now that you've "put it all together" it's time to tell your story. This session focuses on storytelling in the form of a written business concept and a persuasive pitch.

### Key Points

- ❖ Writing a concept and crafting a pitch can facilitate self-evaluation.
- ❖ Sharing what you've written and pitching your concept to other people can enable you to solicit feedback.
- ❖ Sharing your written concept and pitching it can help you recruit new team members, acquire needed resources and gain buy-in from potential advisors, customers, partners and investors. As entrepreneurship is a fundamentally team-based activity, gaining buy in from others is crucial to success.

### Discussion Questions

1. How quickly and clearly can you convey your concept? Is it easy to explain? Or difficult? Why?
2. What constructive feedback have you received from sharing your story and concept? Did you integrate the feedback into your future plans?
3. Have you managed to craft your story to "hook the heart" or make a person understand how your customer feels? How can you do that better?

### Additional Resources

[7 Tips for Storytelling That Dazzles Audiences, from Entrepreneur.com](#)  
[Storytelling 101: 3 Tips for Creating Compelling Marketing Content, from Inc.](#)

### Possible Assignments

1. Have class or team members find examples of great story telling done by a company. Have them present on what was compelling and how they "hooked the heart".
2. In comparison, find examples of companies that have failed to tell their story well. For example, you spent time on their website but still don't understand what they do. Come with tips as if consulting for the company.