

# Crafting Your Impact Story

## A Three-Step Guide to Marketing Your Business Impact

Every business has a unique story to tell. A business impact story is a narrative that highlights the measurable effects or outcomes of a business initiative, decision, product, or service. Impact stories are a valuable way for businesses to communicate how they create change while also distinguishing themselves in a competitive and noisy market. Storytelling is an effective marketing and communication strategy that allows your business to:

- **Build trust and rapport with your audience**
- **Differentiate your brand from competitors**
- **Create memorable and shareable content**
- **Increase customer loyalty and drive sales**
- **Attract investors or partners**
- **Inspire and motivate staff**

Whether this is the first time you are writing an impact story or you're looking for a refresh, this three-step guide will help you to communicate the values and work of your business to the audiences you care about.

### Step 1: Start with your why

Your “why” is the purpose and vision for your business. When crafting your impact story, it is important to start with why you do what you do. This will help you to focus on the things that matter to your business and define your unique narrative. Your impact story should reflect how company activities align with your core values and mission. Consider the following questions:

- What inspired you to start your business?
- What values drive you to be a business owner?
- What are your most popular products or services?
- What are the main goals of your business?
- What makes you different from your competitors?

Need some extra help to define your “why”? Use this [five-question worksheet](#) as a guide.

## Impactful Stories

Many of SBN's [member businesses](#) have mastered the art of sharing their business impact stories. Explore a selection of standout examples below.

### Perrystead Dairy

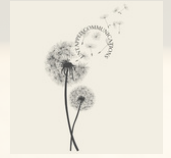
Perrystead Dairy has successfully showcased their story in the media, attracting positive attention to their business and earning notable press coverage that effectively communicates their impact. ► [View some of their featured press highlights.](#)

### Triple Bottom Brewing

Triple Bottom Brewing uses compelling images, vibrant graphics, and thoughtful captions to artfully illustrate their company values and impact using social media platforms to effectively reach their audience. ► [Visit their instagram.](#)

### Lobo Mau

Lobo Mau weaves their impact story throughout their website, detailing their dedication to sustainability, introducing their team, and illustrating how the pieces of their journey come together to create values-driven products. ► [View their website.](#)



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### Step 2: Craft your story

After defining your business's "why," showcasing how it is put into action is essential. Crafting a compelling story about your business's impact is key for engaging with customers, investors, partners, and the community. Consider using this [simple framework](#) and the following tips as you write:

- **Keep it simple:** Start with your "why" and focus on one or two key areas of impact that are most important to your business.
- **Focus on tangible outcomes:** Highlight specific outcomes demonstrating your business's impact. Use data whenever possible to quantify your success.
- **Visualize your impact:** Incorporate visuals such as images, charts, and infographics to illustrate key data points and make your story more engaging.
- **Get personal:** Share personal experiences of customers, staff, or stakeholders illustrating how they have been positively impacted by your business.
- **Share lessons learned:** Be transparent about any challenges your business has faced. Sharing how you've overcome obstacles can demonstrate resilience and authenticity.
- **Think about platform:** Craft your story to suit the platform you'll be sharing it on. Opt for platforms where your audience is most engaged, such as social media, to ensure maximum reach.

### Step 3: Tailor your story to your audience

It is important to think about who you are trying to reach and how to adapt your business impact story to fit your audience. Your target audience may include: **Current or prospective customers, donors, funders or investors, the general public, or other businesses.** Need help identifying your target audience? Check out these best practices from [Forbes](#) and [Business.com](#).

Once you know your audience, you can tailor your story to resonate more effectively. By adapting your message to reflect the things your audience cares about the most, your business can ensure your story drives meaningful connections, loyalty, and business success. Consider exploring best practices to [learn about your audience](#) and effectively [tailor your communications](#).

### Organizations That Can Help

#### Untapped Communications

Is a communications firm helping small businesses improve their messaging and media presence. ➤ [Visit their website](#)

#### Pixel Parlor

Is a design studio and B Corp helping businesses build brands that create positive change. ➤ [Visit their website](#)

#### A Little Better Co

Is a branding and storytelling collective that supports businesses with branding, marketing, and PR. ➤ [Visit their website](#)

### Additional Resources

- [Five Tips For Bringing Your Impact Story To Life](#)
- [The Importance of Storytelling in Business](#)
- [The Power of Storytelling For Your Business](#)
- [Crafting a Brand Story That Resonates with Your Target Audience](#)