

Outreach Blueprint Exercise — Your Unique Story

TABLE OF CONTENTS

Your Business's Unique Story	3
Building Your Unique Story	5
Why. How. What.	6



Your Business's Unique Story

Your business's unique story is a combination of three elements:

- The problem that your clients are experiencing or are at risk of experiencing (“The ‘Why’ ”)
- The solution that solves the problem for your clients (“The ‘How’ ”)
- Your product, that provides the solution for your clients (“The ‘What’ ”)

Let's run through an example looking at Apple Computers:

Apple didn't say “We make great computers. They're beautifully designed, simple to use and user friendly. Want to buy one?” (A ‘What’ statement).

Apple said: “Everything we do, we believe in challenging the status quo. We believe in thinking differently. The way we challenge the status quo is by making our products beautifully designed, simple to use and user friendly. We just happen to make great computers. Want to buy one?”

Totally different, right?

Apple starts with a ‘Why’ statement that explains their vision (“Everything we do, we believe in challenging the status quo. We believe in thinking differently.”) followed by a ‘How’ statement (“The way we challenge the status quo is by making our products beautifully designed, simple to use and user friendly.”) and then a ‘What’ statement (“We just happen to make great computers. Want to buy one?”).

People don’t buy what you do; people buy why you do it.

Dell, on the other hand, talked about making great computers (A ‘What’ statement). Now which brand has built a cult following?

Building Your Unique Story

We want to identify the unique story for your business. To do that, you'll want to have short ~1-2 sentence answers to each of these three points:

- The Why: The belief that drives you. The reason you get out of bed in the morning.
- The How: The actions you take. The things you do to realize your 'Why'.
- The What: The tangible things that you can see and touch. The outcomes that prove your 'Why' and 'How'.

For your company, answer the following questions to identify each part.

The Why

What is the outcome that your customers are searching for?

What change do your customers want to experience in the world?

What do you do to help your customers achieve their outcome?

The How

What pain are your customers experiencing?

How do you help your customers abate their pain?

The What

What are you selling? What do you provide to your customers?

In short, what is it that you help your customers do, purchase, or achieve?

Why. How. What.

By understanding these three unique elements for your company, you are better able to present your unique story to your audience. Rather than saying “We sell things, would you like to buy one?” you’re able to specifically talk about the outcomes you help your customers achieve and identify with them.

You start with the story of ‘Why’, explain ‘How’ people (in your audience) can master the ‘Why’, and then explain the ‘What’ of your product.

Following this formula makes it dramatically easier to talk about your product in an interesting and engaging way.