



GREAT STORYTELLING CHECKLIST

There are many storytelling methods governed by a few core principles. A great franchise brand story should include the content listed below. It empowers visitors to educate themselves before making contact. Research shows this is what they want. Brands that give it to them end up having more and better qualified conversations.

- 1. Does your storytelling answer burning “what’s in it for me” questions?**
 - a. Do you focus on franchisee benefits vs what you do?
 - b. Do you hold opportunity information back?
 - c. Do you use acronyms only insiders can understand?
 - d. Are franchisee stories sprinkled throughout?
- 2. Can visitors easily find important information on their own?**
 - a. Do you encourage visitors to engage directly?
 - b. Is your story logically organized to inspire credibility?
- 3. Do you visually inspire professionalism and competency?**

STORYTELLING TOPICS

