

PROFESSIONAL & CAREER

BEHIND THE BUSINESS

THE BEHIND-THE-BUSINESS STORY MAP

THE PROBLEM

Customers see the storefront and finished product, but rarely see the risk, people, process, standards, and purpose that create the value.

1 TELL THE ORIGIN

Connect why the business began to the real problem it set out to solve.

WHY WE STARTED: _____

PROBLEM WE SAW: _____

EARLY RISK / SACRIFICE: _____

PURPOSE TODAY: _____

2 SHOW THE PROCESS

Reveal the work and standards that help customers trust the finished result.

- ☐ People
- ☐ Sourcing
- ☐ Process
- ☐ Standards
- ☐ Care / details

PROOF MOMENT TO SHOW: _____

3 DEFINE REAL SUPPORT

Give the community a specific, useful way to help the business continue.

- ☐ Buy
- ☐ Return
- ☐ Refer
- ☐ Review
- ☐ Share

OUR SPECIFIC ASK: _____

ONE BEHIND-THE-SCENES STORY

Show one person, one process, and the customer value created by the work.

SHOW THE
PERSON

SHOW THE
PROCESS

SHOW WHY
IT MATTERS

THE STORY WE WILL TELL NEXT: _____

WHO CAN HELP?

Business owner, bank, accountant, supplier, chamber, customer, or employee.

BRING THIS TOOL
TO THE CONVERSATION.

SHOW THE WORK. BUILD THE TRUST. EARN THE SUPPORT.

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