

Worksheet 2: Crafting Your Story

This worksheet contains questions that will help you start crafting your story.

Remember: Your story should be relatable, and you should seek to connect with your visitors on a personal and emotional level. The best way to do this is by focusing on the people behind your brewery, and the community where you're located. As much as possible, you should also emphasize what is special or unique about your brewery and the experience that you offer.

Step 1: Brainstorm storylines

- Who are you, your family, and your employees?
- What inspired you, or your predecessors, to start the brewery?
- What makes the experience you offer unique?
- What is special about the beer that you produce?
- What experiences/challenges in your past led you to do what you're doing?
- Why are you passionate about your business, what you do, what you make?
- What values best represent you, your business, and its history?
- What are your employees passionate about, what makes them different from the employees of other businesses?
- What do you love about your community or your region?
- Why did you, or your predecessors, choose to locate there?
- What connects you, your employees, and your brewery to your community or your region or the community?
- Do you collaborate with other local businesses, or carry other local products?
- Are there any local traditions that you celebrate?

Step 2: Identify good online and offline storytelling moments

Think back to the visitor journey as visitors learn about your business through their research, read through your website, book the experience, live it, and remember it. Where are the key storytelling moments and what do you want to share with them?

Step 3: Piece your story together using the 4 Ps

- Plot (what is your story about?)
- People (who are the heroes of your story?)
- Purpose (what is the experience all about?)
- Place (what's unique about your destination?)