

7 Video Stories That Every Business Should Be Telling!

The what, the why, the proof?

Why would anyone choose your business as opposed to someone else's? How is your product or service going to make their life easier? What's the best way to convince your audience to take action?.....STORIES! Here are 7 stories that every business should be sharing.

- How was your business started. (The founders story and the why behind it)

- How was your product or service discovered? (discovery story)

- The problem you solve and how you solve it.

- Who have you helped and how have you helped them? (Case Study)

- Testimonial video showing your proof.

- How are you different from your competitors?

- How can customers get the most out of your product or service?

