

dotmagazine Template for a Business Story

A text with narrative flow, central character facing and overcoming a challenge

Why write a business story?

To **raise awareness for the deeper differentiation** in similar products/services; to show **why focus USP is important in the purchasing decision**.

It should try answer the question: **What is the challenge that you help customers to overcome?**

Story structure:

1. **The challenge:** An anecdote (one the reader can relate to), describing how the customer faces a challenge he/she does not know how to solve
 - What happens if customers use a service which does not have the focus USP?
2. **Background/Setting:** Deeper information about the challenge and what makes it so difficult to solve
 - Technical explanations if necessary, but for a non-specialist reader
 - Historical context if needed
3. **Broader context:** Does this challenge also arise in other sectors/situations?
4. **Options:** Possible solutions or workarounds – what are their drawbacks?
 - This should be informative and authoritative and offer genuine advice on a strategic level. However, it should lead effectively into the next point...
5. **Your solution's USP:** Why does this USP have advantages over the alternatives?
 - This should not be a sales message – it doesn't even need to mention your product. Focus on the USP itself – the fact that the named author is from your company already raises awareness that your company offers this USP. This section can easily link to deeper more technical material (e.g. a white paper on your company website) which goes into more detail on the USP and shows how important it is.
6. **Happy Ending:** Finishing the anecdote showing how the customer mastered the challenge, including figures, statistics, etc.. Here, the company/product can be mentioned, but should not be the focus of the message.

Please note:

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